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ABSTRACT

This compilation presents over 150 resumes of instructional materials in health occupations education which have appeared quarterly in "Abstracts of Instructional Materials in Vocational and Technical Education" (AIM), Fall 1967 through Fall 1971. Resumes cover a broad range of fields and occupations, such as dentistry, dietetics, nursing, paramedical occupations, health perscnnel, and pharmacy. The resumes are arranged in ascending order according to an accession number and include the following information: (1) author(s), (2) title, (3) institutional source, (4) sponsoring agency, (5) grant, contract, and program area numbers, (6) report and bureau numbers, (7) available sources, (8) descriptors and identifiers which characterize the contents of the document, and (9) an abstract of the document. Author, subject, and conversion of document number indexes are included to help locate the abstracts by page number and accession number. The full texts of documents are available from the original sources or from ERIC Document Reproduction Service (EDRS) as microfiche or xerox reproductions. A sample resume and ordering information for AIM and EDRS reproduction are provided in an introductory section. (SB)

ED 062576

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DISTRIBUTIVE EDUCATION

from AIM 1967-1971

BIBLIOGRAPHY SERIES NO. 10

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The Center's mission is to strengthen the capacity of state educational systems to provide effective occupational education programs consistent with individual needs and manpower requirements by:

- Conducting research and development to fill voids in existing knowledge and to develop methods for applying knowledge.
- Programmatic focus on state leadership development, vocational teacher education, curriculum, vocational choice and adjustment.
- Stimulating and strengthening the capacity of other agencies and institutions to create durable solutions to significant problems.
- Providing a national information storage, retrieval and dissemination system for vocational and technical education through the affiliated ERIC Clearinghouse.

Bibliography Series No. 10

DISTRIBUTIVE EDUCATION

INSTRUCTIONAL MATERIALS

a compilation of abstracts from
ABSTRACTS OF INSTRUCTIONAL MATERIALS
IN VOCATIONAL AND TECHNICAL EDUCATION
1967 - 1971

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1972

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A FINAL REPORT

ON A PROJECT CONDUCTED UNDER

Project No. 7-0158

GRANT NO. OEG-3-7-000158-2037

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PREFACE

Finding and using relevant information frequently is a major task for curriculum specialists, teachers, administrators and students. The Center for Vocational and Technical Education is dedicated to make useful and vital information accessible so that educators may use it to improve school practices.

The Center has assembled, under one cover, instructional materials specific to the field of distributive education. These items, in the form of abstracts, are selections from Abstracts of Instructional Materials in Vocational and Technical Education (AIM). Since 1967, The Center has presented AIM quarterly, in the form of collections of abstracts of documents from all areas of vocational and technical education.

Other publications in the series, of which this is a part, include compilations of abstracts of instructional materials for agricultural education, business and office education, health occupations education, home economics education, industrial arts education, and trade and industrial education. Compilations of instructional materials on any topic from the AIM document collection now are feasible and plans are being developed for possible future publication on such topics as occupational clusters, educational levels, and special problem areas.

Members of the profession are encouraged to forward instructional materials for possible inclusion in future issues of AIM to the Acquisitions Specialist at The Center. We are indebted to our colleagues in distributive education for providing us instructional materials for past issues of AIM. We also appreciate the contributions of instructional materials laboratories, local school systems and professional associations such as the Vocational Instructional Materials (VIM) section of the American Vocational Association.

We hope that this publication will prove valuable to you in your particular educational endeavors.

Robert E. Taylor
Director
The Center for Vocational and
Technical Education

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INTRODUCTION

Instructional materials for distributive education that have appeared quarterly in Abstracts of Instructional Materials in Vocational and Technical Education (AIM) between the Fall 1967 and Fall 1971 issues are presented in this single volume for your convenience.

This compilation of abstracts of over 250 documents in your field includes such specific areas as: commercial art, cooperative education, credit (finance), exhibits, marketing, merchandising, retailing, salesmanship, transportation, and wholesaling.

The indexes help you to locate the abstracts by page numbers and VT numbers. Index terms used in the subject index are ERIC descriptors. Each document has been assigned several of these descriptors; therefore, each document title appears in the subject index several times.

An abstract presents information about a document's content to help you to decide if you want to read the full text of the document. The abstract is part of the resume which provides information about the document, its source and availability. Abstracts are arranged in ascending VT-number order. A sample resume, following this Introduction, is explained in detail.

The full texts of documents are available from the original sources or from the ERIC Document Reproduction Service (EDRS) as microfiche or xerox reproductions. Ordering information for AIM and EDRS reproductions is provided in a following section.

SAMPLE RESUME

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VT 013 122 ED 052 327

If ED is followed by numbers, item has been announced in Research in Education. If ED is not followed by numbers, the issue of RIE in which the abstract is scheduled to appear follows the ED prefix.

Author(s)

Richards, F.L.

Outlines of Courses in Ornamental Horticulture.

Title.

Pennsylvania State Univ., University Park. Dept. of Agricultural Education.
Office of Education (DHEW), Washington, D.C. Div. of Adult, and Vocational Research.

Institutional source--the organization responsible for the report.

Sponsoring agency--appears here when different from Institutional source.

Report Number and Bureau Number would appear here.

Teacher-Educ-Ser-v12-n1

Publication date and total number of printed pages.

Pub Date - 71 56p.

Grant Number, Contract Number, and Program Area Number would appear here.

Department of Agricultural Education, Pennsylvania State University, University Park, Pennsylvania 16802 ($1.00).

Available source(s) if known at time of printing. Cost is included.

Identifier, if any -- acronyms, geographical areas, organizations, tests (e.g. Binet), etc. Only major identifiers preceded by an asterisk are in the index.

DESCRIPTORS - *AGRICULTURAL EDUCATION; *CURRICULUM GUIDES; *ORNAMENTAL HORTICULTURE; HIGH SCHOOLS; *POST SECONDARY EDUCATION; LANDSCAPING; NURSERIES (HORTICULTURE); TURF MANAGEMENT; *TECHNICAL EDUCATION

Descriptors--subject terms assigned to characterize substantive contents. Only the major terms, those preceded by an asterisk, are printed in the index.

Abstract -- a condensation of the report. When applicable, it includes the purpose, means of development, teacher competency, student requirements, and description of supplementary materials if available.

ABSTRACT - Intended to suggest subject matter content of courses or programs in ornamental horticulture for high school and postsecondary vocational-technical programs, this curriculum guide was prepared by staff members of the Agricultural Education Department at the Pennsylvania State University, and tested in a workshop with vocational agriculture teachers. Contents are: (1) Outlines of Courses in Ornamental Horticulture, (2) Ornamental Horticulture Programs for Grades 10, 11, and 12, (3) Nursery Production . . . The content is presented in outline form under each topic, and is applicable to the United States and lower Canada. (GB)

Abstractor's initials.

SUBSCRIPTIONS TO AIM

Abstracts of Instructional Materials in Vocational and Technical Education (AIM), upon which this publication is based, may be ordered by subscription at $11.00 for one year, $18.00 for two years, or $27.00 for three years. Back orders are available beginning with the Fall 1968 issue. These back issues provide indexes to, and abstracts of, instructional materials for all of the occupational service areas.

Volume 5, Number 1 (1972) will announce instructional materials not covered by previous issues or in this publication.

Subscription orders, accompanied by check or purchase order, may be placed with:

AIM
The Center for Vocational and Technical Education
1900 Kenny Road
Columbus, Ohio 43210

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ABSTRACTS

VT 000 005
HOGUE, KENNITH C.
PRINCIPLES OF MERCHANDISE DISPLAY.
(WORKBOOK).

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
TEXAS EDUCATION AGENCY, AUSTIN. DISTRIBUTIVE EDUCATION SERVICE
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($2.00).
PUB DATE - APR63 41P.

DESCRIPTORS - *STUDY GUIDES; *DISTRIBUTIVE EDUCATION; *MERCHANDISE DISPLAY; HIGH SCHOOLS; POST SECONDARY EDUCATION; *INDIVIDUAL INSTRUCTION

ABSTRACT - THIS STUDY GUIDE HAS 44 ASSIGNMENTS FOR USE BY HIGH SCHOOL, JUNIOR COLLEGE, OR AREA VOCATIONAL SCHOOL DISTRIBUTIVE EDUCATION (DE) STUDENTS WHO HAVE CAREER INTERESTS IN DISPLAY. THE ASSIGNMENTS, CONCERNED WITH 25 PRINCIPLES OF DISPLAY AND 19 CONCERNED WITH PRACTICE IN STORE DISPLAYS, ARE DESIGNED TO BE USED WITH "PRINCIPLES OF MERCHANDISE DISPLAY" (VT 000 179) AS A REFERENCE. SOME OF THE ASSIGNMENT TITLES ARE (1) MODERN DISPLAY EVOLVES, (2) WHAT COLOR DOES FOR PEOPLE, (3) HOW TO USE BALANCE, (4) FLOORS AND FIXTURES, (5) TOOLS OF THE TRADE, (6) LADIES FIRST, WAYS TO DISPLAY, (7) DISPLAY OF LINGERIE, (8) GENTLEMEN NEXT, CLOTHING, AND (9) WINDOW DISPLAY OF DRUGS. THE MATERIALS WERE DEVELOPED BY A DE TEACHER-COORDINATOR WITH EXPERIENCE IN THE AREA OF SPECIALIZATION. THE OBJECTIVE, AN EXPLANATION PAGE, REFERENCE QUESTIONS, AND PROJECTS IN WHICH TO APPLY KNOWLEDGE ARE INCLUDED IN EACH ASSIGNMENT. ALSO AVAILABLE IS "PRINCIPLES OF MERCHANDISE DISPLAY" (VT 000 179) FOR $3.00 AND AN ANSWER BOOK (VT 000 006) FOR $1.25 FROM THE SAME SOURCE. (MM)

VT 000 013
LET'S ANALYZE AND SELL.

TEXAS UNIV., AUSTIN. INDUSTRIAL AND BUSINESS TRAINING
TEXAS EDUCATION AGENCY, AUSTIN. DISTRIBUTIVE EDUCATION SERVICE
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($2.00).
PUB DATE - DEC50 87P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *TEACHING GUIDES; *SALESMANSHIP; SELF EVALUATION; JOB SKILLS; SALES WORKERS; TEACHING METHODS

ABSTRACT - CURRICULUM MATERIALS IN THIS MANUAL ARE TO BE USED BY TEACHERS IN PLANNING A SALES TRAINING COURSE CONSISTING OF FIVE 2-HOUR SESSIONS. ROLE-PLAYING AND FREE-CONFERENCE ARE THE EMPHASIZED TEACHING METHODS FOR THESE SESSION TOPICS: (1) THE SALESPERSON: AN ANALYST OF HIMSELF, (2) THE SALESPERSON: AN ANALYST OF JOB INFORMATION, (3) THE SALESPERSON: AN ANALYST OF CUSTOMERS, (4) THE SALESPERSON: AN ANALYST OF A SALE, AND (5) THE SALESPERSON: AN ANALYST OF SALES. EACH TOPICAL OUTLINE CONTAINS TEACHER SUGGESTIONS AND HANDOUT MATERIALS FOR STUDENTS. A BIBLIOGRAPHY OF TEXTBOOKS AND SALES TRAINING MANUALS IS INCLUDED. (SB)

VT 000 049
PRINCIPLES OF MANAGEMENT.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
ESSO STANDARD OIL CO.
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($4.00).
PUB DATE - 60 137P.

DESCRIPTORS - *CURRICULUM GUIDES; *SUPPLEMENTARY TEXTBOOKS; DISTRIBUTIVE EDUCATION; MANAGEMENT EDUCATION; *MANAGEMENT; *SUPERVISORS; *SUPERVISORY TRAINING; ADULT VOCATIONAL EDUCATION

ABSTRACT - THIS GUIDE WAS DEVELOPED BY THE ESSO TRAINING CENTER TO STIMULATE AN AWARENESS OF THE REAL NATURE OF THE MANAGEMENT FUNCTION AND TO POINT UP THE APPLICATION OF BASIC PRINCIPLES TO SUPERVISORY PROBLEMS AT ALL LEVELS. THE MANUAL IS ORGANIZED FOR 10 CONFERENCES OF 1 1/2 TO 2 HOURS PER MEETING, BUT MAY BE ADAPTED TO MEET LOCAL CIRCUMSTANCES. BRIEF INTRODUCTORY MATERIAL AND INSTRUCTIONS FOR USING THE MANUAL AND PRINCIPLES OF MANAGEMENT CHARTS ARE FOLLOWED BY 10 CHAPTERS, COVERING: (1) MANAGEMENT PRINCIPLES--UNITY OF COMMAND, (2) SPAN OF CONTROL--SIMILARITY OF ASSIGNMENT, (3) DELGATION OF AUTHORITY--USE OF STAFF, (4) THE FUNCTIONS OF MANAGEMENT--ORGANIZING AND PLANNING, (5) MANAGEMENT FUNCTIONS--DIRECTING, CONTROLLING, COORDINATING, (6) MANAGEMENT PRINCIPLES AND HUMAN RELATIONS, (7) WHAT WORKERS WANT, (8) UNDERSTANDING PEOPLE, (9) A PLANNED APPROACH TO BETTER PERSONNEL MANAGEMENT, AND (10) SOUND MANAGEMENT--A REAL CHALLENGE. THE DOCUMENT IS ILLUSTRATED WITH NUMEROUS CHARTS, DIAGRAMS, AND LINE DRAWINGS. (AW)

VT 000 074
A GUIDE -- COOPERATIVE DISTRIBUTIVE EDUCATION IN FLORIDA HIGH SCHOOLS. (BULLETIN 74H-4).

FLORIDA STATE DEPT. OF EDUCATION, TALLAHASSEE. DISTRIBUTIVE, COOPERATIVE, BUSINESS
PUB DATE - NOV63 151P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *COOPERATIVE EDUCATION; *CURRICULUM GUIDES; *ADMINISTRATOR GUIDES; GROUP INSTRUCTION; INDIVIDUAL INSTRUCTION; ORIENTATION; PUBLIC RELATIONS; RESOURCE MATERIALS; STUDENT PLACEMENT; HIGH SCHOOLS; COORDINATORS; *PROGRAM COORDINATION; UNITS OF STUDY (SUBJECT FIELDS); REPORTS (FORMS)
IDENTIFIERS - FLORIDA; DISTRIBUTIVE EDUCATION CLUBS OF AMERICA

ABSTRACT - THE HANDBOOK WAS PREPARED BY A SPECIAL WORKSHOP COMMITTEE AT THE UNIVERSITY OF SOUTH FLORIDA IN JUNE, 1961, TO ASSIST

COORDINATORS AND ADMINISTRATORS IN ESTABLISHING AND OPERATING SUCCESSFUL PROGRAMS IN COOPERATIVE DISTRIBUTIVE EDUCATION. SECTIONS 1 AND 2 GIVE DEFINITIONS, CHARACTERISTICS OF EMPLOYMENT IN DISTRIBUTION, AND AN OUTLINE FOR THE ORGANIZATION OF THE HIGH SCHOOL DISTRIBUTIVE EDUCATION PROGRAM. SECTION 3 DEALS WITH CLASSROOM ACTIVITIES--GROUP INSTRUCTION, TEACHING METHODS, MATERIAL SOURCES, INDIVIDUALIZED INSTRUCTION, AND ASSIGNMENT SHEETS. SECTION 4 CONSIDERS SUBJECTS SPECIFICALLY RELATED TO A STUDENT'S WORK EXPERIENCE IN THE TRAINING AGENCY--STANDARDS FOR PLACEMENT OF STUDENTS, EXAMPLES OF RECOMMENDED AND NONRECOMMENDED TRAINING STATIONS, PROCEDURES AND STANDARDS FOR TRAINING PLANS, EVALUATION OF THE TRAINING AGENCY, ADVISORY COMMITTEES, AND LABOR LAWS. SECTION 5 SUGGESTS METHODS AND MEDIA FOR PROMOTING, RECRUITING, AND PUBLICIZING THE PROGRAM. SECTION 6 LISTS OBJECTIVES AND ACTIVITIES OF THE DISTRIBUTIVE EDUCATION CLUBS OF AMERICA. THE APPENDIX INCLUDES A GROUP INSTRUCTION UNIT ON ORIENTATION, AN OUTLINE OF GROUP INSTRUCTION TOPICS, VISUAL AIDS, SURVEY FORMS, STUDENT RATING SHEETS, LAYOUT OF A DISTRIBUTIVE EDUCATION LABORATORY, CONTEST CERTIFICATES, JOB AND STANDARD INDUSTRIAL CLASSIFICATION CODES, AND PROFESSIONAL READING SUGGESTIONS. (PS)

VT 000 123
KNEELAND, NATALIE
TECHNIQUES OF JOB ANALYSIS FOR EXECUTIVES AND SUPERVISORY PERSONNEL IN DISTRIBUTIVE OCCUPATIONS, LEADER'S MANUAL.

TEXAS EDUCATION AGENCY, AUSTIN. DISTRIBUTIVE EDUCATION SERVICE
TEXAS UNIV., AUSTIN. DIV. OF EXTENSION INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($4.50).
PUB DATE - OCT52 82P.

DESCRIPTORS - *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; *SUPERVISORY TRAINING; *JOB ANALYSIS; ADULT VOCATIONAL EDUCATION; INSTRUCTIONAL MATERIALS

ABSTRACT - THIS GUIDE IS FOR TEACHER USE IN CONDUCTING AN ADULT EDUCATION COURSE ON TECHNIQUES OF JOB ANALYSIS FOR DISTRIBUTIVE OCCUPATIONS. IT WAS DEVELOPED AND TESTED BY A DISTRIBUTIVE EDUCATION TEACHER TRAINER. THE OBJECTIVES ARE TO PROMOTE CONSIDERATION OF JOB STUDY IN DISTRIBUTIVE OCCUPATIONS, TO PROMOTE EFFECTIVE JOB ANALYSIS, AND TO PROVIDE ACTUAL EXPERIENCE IN JOB ANALYSIS TECHNIQUES. UNITS ARE: (1) INTRODUCTION TO JOB ANALYSIS, (2) PREPARATION OF JOB ANALYSIS FORMS, (3) TECHNIQUES OF COLLECTING INFORMATION, (4) PROCESSING INFORMATION, AND (5) PUTTING THE JOB ANALYSIS TO WORK. EACH UNIT IS ORGANIZED INTO TWO MAIN SECTIONS; THE CONTENT SECTION INCLUDES A DETAILED OUTLINE AND TEACHING TIPS FOR EACH SESSION AND THE ILLUSTRATIVE MATERIAL SECTION INCLUDES A GLOSSARY, CASES AND SAMPLES. THE MANUAL FOLLOWS THE GENERAL PATTERN OF THAT USED IN "JOB INSTRUCTION TRAINING," PUBLISHED BY THE U.S. OFFICE OF EDUCATION. MATERIAL IS GEOGRAPHICALLY ADAPTABLE TO ALL REGIONS. THE TEACHER SHOULD BE EXPERIENCED IN THE FIELD OF JOB ANALYSIS. (MM)

VT 000 124
PUBLIC RELATIONS FOR RETAIL EMPLOYEES.

TEXAS EDUCATION AGENCY, AUSTIN. VOCATIONAL DIV.
TEXAS UNIV., AUSTIN. INDUSTRIAL AND BUSINESS TRAINING
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($3.00).
PUB DATE - JUL50 116P.

DESCRIPTORS - *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; *RETAILING; ADULT VOCATIONAL EDUCATION; *PUBLIC RELATIONS; VERBAL COMMUNICATION; SPEECHES; PERSONALITY; GROUP RELATIONS; DEMONSTRATIONS (EDUCATIONAL); BIBLIOGRAPHIES; UNITS OF STUDY (SUBJECT FIELDS)

ABSTRACT - THIS GUIDE IS FOR TEACHER USE IN CONDUCTING AN ADULT EDUCATION COURSE FOR RETAIL EMPLOYEES IN PUBLIC RELATIONS. IT WAS DEVELOPED BY A SUBJECT MATTER SPECIALIST AND TESTED WITH ADULT GROUPS. CONTENT OBJECTIVES ARE TO DEVELOP THE SKILLS AND UNDERSTANDING REQUIRED TO DEVELOP GOOD PUBLIC RELATIONS IN RETAIL STORES. UNITS ARE: (1) WHAT IS PUBLIC RELATIONS, (2) INDIVIDUAL PERSONALITY, (3) GROUP RELATIONSHIPS, (4) SPEECH, (5) DEMONSTRATIONS OF PUBLIC RELATIONS SITUATIONS, AND (6) CUSTOMER RELATION PROBLEMS. EACH UNIT CONTAINS THE OBJECTIVES, SUGGESTIONS TO THE TEACHER, A COMPLETE INSTRUCTIONAL OUTLINE AND A LIST OF REFERENCES TO BE USED WITH THE OUTLINE. THE MATERIAL IS GEOGRAPHICALLY ADAPTABLE TO ALL REGIONS AND THE TEACHER SHOULD HAVE CONFIDENCE AND EXPERIENCE IN THE AREAS OF STORE POLICIES, TRAINING, AND PUBLIC RELATIONS. (MM)

VT 000 125
KNEELAND, NATALIE
HOW TO SUPERVISE AN EMPLOYEE; DISTRIBUTIVE EDUCATION PROGRAM.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
TEXAS EDUCATION AGENCY, AUSTIN. DISTRIBUTIVE EDUCATION SERVICE
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712.
PUB DATE - SEP56 77P.

DESCRIPTORS - *CURRICULUM GUIDES; *SUPERVISORY TRAINING; *DISTRIBUTIVE EDUCATION; INSERVICE EDUCATION; ADULT VOCATIONAL EDUCATION

ABSTRACT - THIS LEADER'S GUIDE IS DESIGNED TO HELP OWNERS, MANAGERS, DEPARTMENT HEADS, AND OTHER SUPERVISORY PERSONNEL WORK WITH THE PEOPLE UNDER THEM IN THE MOST SATISFACTORY MANNER. IT DEALS SPECIFICALLY WITH THE TECHNIQUES OF BUILDING EMPLOYEE MORALE

THROUGH SKILLFUL INDUCTION, FOLLOW-UP, CORRECTION, AND HANDLING OF THE EMPLOYEE WITH A GRIEVANCE. THE FOLLOWING TOPICS ARE INCLUDED: WHAT IT MEANS TO BE A SUPERVISOR, HOW TO INDUCT AN EMPLOYEE, HOW TO FOLLOW-UP AN EMPLOYEE, HOW TO HANDLE CORRECTION AND AN EMPLOYEE WITH A GRIEVANCE, AND CHECK-UP ON SUPERVISION. THE MATERIAL CAN BE PRESENTED IN FIVE 2-HOUR MEETINGS OR TEN 1-HOUR MEETINGS. SAMPLE DEMONSTRATIONS FOR THE TEACHER ARE INCLUDED, ALONG WITH PASS-OUT SHEETS, PASS-OUT CARDS, AND SUGGESTED FLIP CHARTS OR POSTERS. EACH TOPIC CONTAINS: THE OBJECTIVES FOR THE SECTION, TEACHING TIPS, CONTENT OUTLINE, AND APPLICATION OF INFORMATION. (SL)

VT 000 126
HOW TO TRAIN AN EMPLOYEE; DISTRIBUTIVE EDUCATION PROGRAM.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
TEXAS EDUCATION AGENCY, AUSTIN. DISTRIBUTIVE EDUCATION SERVICE
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712.
PUB DATE - MAY67 61P.

DESCRIPTORS - *CURRICULUM GUIDES; *INSERVICE EDUCATION; *DISTRIBUTIVE EDUCATION; *SUPERVISORY TRAINING; ADULT VOCATIONAL EDUCATION

ABSTRACT - THIS LEADER'S GUIDE IS DESIGNED TO HELP OWNERS, MANAGERS, DEPARTMENT HEADS, AND OTHER SUPERVISORY PERSONNEL CARRY OUT EFFECTIVE ON-THE-JOB TRAINING. THE FOLLOWING TOPICS ARE PRESENTED: (1) THE FOUR BASIC STEPS IN TRAINING, (2) HOW TO GET READY TO TRAIN, (3) DEMONSTRATIONS OF SKILL TRAINING (FACTUAL INFORMATION), (4) DEMONSTRATIONS OF TRAINING IN FACTUAL INFORMATION (ATTITUDE TRAINING), (5) DEMONSTRATIONS OF ATTITUDE TRAINING AND FINALE. THE COURSE CAN BE PRESENTED IN FIVE 2-HOUR MEETINGS OR TEN 1-HOUR MEETINGS. SIX ILLUSTRATIVE TRAINING DIAGRAMS AND NUMEROUS CLASS HANDOUTS ARE INCLUDED. THIS MANUAL IS REPRODUCED THROUGH THE COURTESY OF THE GEORGIA STATE DEPARTMENT OF EDUCATION, VOCATIONAL EDUCATION SERVICE, DISTRIBUTIVE EDUCATION DIVISION, ATLANTA, GEORGIA. (SL)

VT 000 127
SPORTING GOODS.

TEXAS UNIV., AUSTIN. INDUSTRIAL AND BUSINESS TRAINING
TEXAS EDUCATION AGENCY, AUSTIN. DISTRIBUTIVE EDUCATION SERVICE
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($4.00).
PUB DATE - NOV65 118P.

DESCRIPTORS - *TEXTBOOKS; *STUDY GUIDES; *DISTRIBUTIVE EDUCATION; *SPORTS EQUIPMENT; *MERCHANDISING; HIGH SCHOOLS; POST SECONDARY EDUCATION; *INDIVIDUAL INSTRUCTION

ABSTRACT - THE PURPOSE OF THIS MANUAL IS TO PROVIDE DIRECTED INDIVIDUAL INSTRUCTION FOR HIGH SCHOOL, JUNIOR COLLEGE, OR AREA VOCATIONAL SCHOOL DISTRIBUTIVE EDUCATION (DE) STUDENTS WITH CAREER OBJECTIVES IN SPORTING GOODS MERCHANDISING. IT WAS DEVELOPED BY A DE COORDINATOR WITH EXPERIENCE IN THE AREA. INFORMATION AND 35 ASSIGNMENTS COVER THE SUBJECTS (1) FISHING TACKLE, (2) GOLF, (3) BASEBALL, (4) ARCHERY, AND (5) GUNS AND AMMUNITION. EACH ASSIGNMENT CONTAINS SUBJECT TITLE, REFERENCE, EXPLANATION, QUESTIONS, AND PROJECTS. A DICTIONARY OF TERMS FOR EACH AREA, EXCEPT BASEBALL, IS GIVEN. THE STUDY PATTERN CAN BE EXTENDED BY THE STUDENT, COORDINATOR, OR EMPLOYER TO OTHER LINES OF SPORTING GOODS. THE MANUAL IS SELF-CONTAINED. (MM)

VT 000 135
TEAGUE, REN
ARITHMETIC FOR DISTRIBUTION.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
TEXAS EDUCATION AGENCY, AUSTIN. DIV. OF DISTRIBUTIVE EDUCATION
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($3.00).
PUB DATE - JUL63 86P.

DESCRIPTORS - *STUDY GUIDES; *DISTRIBUTIVE EDUCATION; *PRACTICAL MATHEMATICS; *INDIVIDUAL STUDY; SECONDARY GRADES; ANSWER KEYS

ABSTRACT - COMPILED BY AN INDIVIDUAL AND PREPARED FOR PUBLICATION UNDER THE DIRECTION OF THE DIRECTOR OF RESEARCH, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, THIS MANUAL IS INTENDED FOR USE BY INDIVIDUAL STUDENTS TO SUPPLEMENT CLASS DISCUSSION AND DRILL IN ARITHMETIC, AND TO SERVE AS AN AID IN APPLYING KNOWLEDGE GAINED IN GROUP DISCUSSION TO SPECIFIC MATHEMATICS PROBLEMS IN DISTRIBUTION. RECOMMENDED PRIMARILY FOR FIRST-YEAR STUDENTS, THE CONTENTS ARE DIVIDED INTO FOUR SECTIONS: ARITHMETIC FUNDAMENTALS, CONSISTING OF 12 UNITS RANGING FROM ADDITION AND SUBTRACTION OF WHOLE NUMBERS TO PERCENTAGE, BASE, AND RATE; MATHEMATICS OF DISTRIBUTION, CONTAINING EIGHT UNITS RANGING FROM WEIGHTS AND MEASURES TO UNDERSTANDING TRADE AND QUANTITY DISCOUNTS; YOU AND YOUR FEDERAL INCOME TAX, A SINGLE UNIT WITH THE SAME TITLE; AND ADMINISTRATIVE MATHEMATICS, INCLUDING 3 UNITS RANGING FROM FINANCING A BUSINESS TO PREPARATION OF PAYROLLS. ASSIGNMENTS ARE PROVIDED FOR EACH UNIT ALONG WITH OBJECTIVES AND PROBLEMS. AN ANSWER BOOKLET MAY BE OBTAINED FROM THE SOURCE OF AVAILABILITY INDICATED FOR THIS DOCUMENT. (AW)

VT 000 137
BURBRINK, PAULINE W.
DISTRIBUTIVE EDUCATION DRUG MANUAL. PART I.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION

TEXAS EDUCATION AGENCY, AUSTIN. DISTRIBUTIVE EDUCATION SERVICE
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 (PART I AND PART II AVAILABLE AS A SET FOR $7.50).
PUB DATE - JAN64 205P.

DESCRIPTORS - *TEXTBOOKS; STUDY GUIDES; *DISTRIBUTIVE EDUCATION; *DRUGSTORES; *MERCHANDISING; HIGH SCHOOLS; POST SECONDARY EDUCATION; *INDIVIDUAL INSTRUCTION

ABSTRACT - THE PURPOSE OF THIS MANUAL IS TO PROVIDE DIRECTED INDIVIDUAL INSTRUCTION TO DISTRIBUTIVE EDUCATION STUDENTS IN HIGH SCHOOL, JUNIOR COLLEGE, OR AREA VOCATIONAL SCHOOLS WHO HAVE CAREER OBJECTIVES IN THE AREA OF SUNDRY AND DRUG MERCHANDISING. IT WAS DEVELOPED BY COLLABORATING DRUG TRAINING AND MATERIAL SPECIALISTS. UNITS INCLUDE (1) YOU AND YOUR JOB, (2) SELLING IN A SELF-SERVICE DRUGSTORE, (3) MERCHANDISE INFORMATION, (4) LEATHER GOODS, (5) FOUNTAIN PENS, (6) VITAMINS, (7) BABY PRODUCTS, AND (8) TOYS. EACH OF THE 17 UNITS CONTAINS INFORMATION, EXPLANATION, QUESTIONS, AND PROJECTS. PHOTOGRAPHS AND LINE-DRAWING ILLUSTRATIONS ARE USED. "DRUG MANUAL," PART II (VT 000 138) PROVIDES MATERIAL FOR FOUNTAIN TRAINING. BOTH MANUALS ARE AVAILABLE AS A SET FOR $7.50 FROM INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712. AN ANSWER BOOK (VT 000 134) IS ALSO AVAILABLE FOR $2.00 FROM THE SAME SOURCE. (MM)

VT 000 138
BURBRINK, PAULINE W.
DISTRIBUTIVE EDUCATION DRUG MANUAL. PART II.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
TEXAS EDUCATION AGENCY, AUSTIN. DISTRIBUTIVE EDUCATION SERVICE
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 (PART I AND PART II AVAILABLE AS A SET FOR $7.50).
PUB DATE - JAN64 172P.

DESCRIPTORS - *TEXTBOOKS; STUDY GUIDES; *DISTRIBUTIVE EDUCATION; *DRUGSTORES; *MERCHANDISING; HIGH SCHOOLS; POST SECONDARY EDUCATION; *INDIVIDUAL INSTRUCTION

ABSTRACT - THIS MANUAL IS TO PROVIDE DIRECTED INDIVIDUAL INSTRUCTION FOR DISTRIBUTIVE EDUCATION STUDENTS IN HIGH SCHOOL, JUNIOR COLLEGE, OR AREA VOCATIONAL SCHOOLS WHO NEED FOUNTAIN TRAINING IN THE FIELD OF DRUG MERCHANDISING. THE MATERIAL WAS DEVELOPED BY COLLABORATING DRUG TRAINING AND MATERIAL SPECIALISTS. UNITS INCLUDE (1) FOUNTAIN PERSONNEL, (2) DISPENSER TECHNIQUES, (3) CLEANLINESS AND SANITATION, (4) BASIC FORMULAS, (5) MERCHANDISING, AND (6) SODA FOUNTAIN MANAGEMENT. EACH OF THE 34 UNITS CONTAINS INFORMATION, EXPLANATION, QUESTIONS, AND PROJECTS. PHOTOGRAPHS AND LINE-DRAWING ILLUSTRATIONS ARE USED. "DRUG MANUAL," PART I (VT 000 137) PROVIDES MATERIAL FOR TRAINING IN SELLING DRUGSTORE MERCHANDISE. BOTH MANUALS ARE AVAILABLE AS A SET FOR $7.50 FROM INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712. AN ANSWER BOOK (VT 000 134) IS ALSO AVAILABLE FOR $2.00 FROM THE SAME SOURCE. (MM)

VT 000 139
SCOTT, ELAINE, AND OTHERS
TOILETRIES MANUAL.

TEXAS UNIV., AUSTIN. INDUSTRIAL AND BUSINESS TRAINING
TEXAS EDUCATION AGENCY, AUSTIN. DISTRIBUTIVE EDUCATION SERVICE
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($2.00).
PUB DATE - JUN65 89P.

DESCRIPTORS - *TEXTBOOKS; *STUDY GUIDES; *DISTRIBUTIVE EDUCATION; *TOILETRIES; *MERCHANDISING; HIGH SCHOOLS; POST SECONDARY EDUCATION; INDIVIDUAL INSTRUCTION

ABSTRACT - THE MANUAL IS TO BE USED FOR DIRECTED INDIVIDUAL INSTRUCTION BY DISTRIBUTIVE EDUCATION STUDENTS IN HIGH SCHOOL, JUNIOR COLLEGE, OR AREA VOCATIONAL SCHOOLS WHO HAVE CAREER OBJECTIVES IN THE AREA OF TOILETRIES MERCHANDISING. IT INCLUDES AN ASSIGNMENT SECTION DEVELOPED BY DISTRIBUTIVE EDUCATION COORDINATORS AND AN INFORMATION SECTION FROM THE TRADE PUBLICATION, "CHAIN STORE AGE." THERE ARE 29 ASSIGNMENTS IN THREE DIVISIONS--TOILETRIES DEPARTMENT OPERATION, TOILETRIES SALES PROMOTION, AND SELLING FACTS. EACH ASSIGNMENT CONSISTS OF SUBJECT TITLE, REFERENCE TO INFORMATION SECTION, EXPLANATION, APPLICATION, AND QUESTIONS. (MM)

VT 000 140
COBB, E.H.; PETTIE, JEAN
RETAIL CREDIT FUNDAMENTALS.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
TEXAS EDUCATION AGENCY, AUSTIN. DISTRIBUTIVE EDUCATION SERVICE
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($2.00).
PUB DATE - NOV64 65P.

DESCRIPTORS - *STUDY GUIDES; *DISTRIBUTIVE EDUCATION; *CREDIT; *RETAILING; HIGH SCHOOLS; *INDIVIDUAL INSTRUCTION

ABSTRACT - THIS STUDY GUIDE IS FOR USE BY DISTRIBUTIVE EDUCATION STUDENTS WHO HAVE CAREER OBJECTIVES IN RETAIL CREDIT OR IN SELLING IN STORES WITH A LARGE VOLUME OF CREDIT BUSINESS. THE MATERIAL WAS DEVELOPED BY TWO DISTRIBUTIVE EDUCATION TEACHER-COORDINATORS WITH SPECIALIZED EXPERIENCE IN THE AREA OF RETAIL CREDIT. INCLUDED ARE 40 ASSIGNMENTS CATEGORIZED AS (1) INTRODUCTORY

PROBLEMS IN CREDIT, (2) REPORTING AGENCIES, (3) TYPES OF CREDIT, (4) SOURCES OF CREDIT ACCOUNTS, (5) CREDIT INTERVIEWS, (6) ACCEPTANCE OF CREDIT ACCOUNTS, (7) CREDIT AUTHORIZATION, (8) CREDIT CONTROL, (9) CREDIT SALES PROMOTION, AND (10) COLLECTION. A SHORT INFORMATION SECTION IS INCLUDED, BUT EXTRA REFERENCES NEEDED TO ANSWER THE ASSIGNMENT QUESTIONS ARE (1) BRISCO AND SEVERA, "RETAIL CREDIT," (2) PHELPS, "RETAIL CREDIT FUNDAMENTALS," (3) RICHERT, "RETAILING PRINCIPLES AND PRACTICES," (4) DUNCAN AND PHILLIPS, "RETAILING PRINCIPLES AND METHODS," (5) "WORLD BOOK," VOLUME C, AND (6) WALTERS, "RETAIL MERCHANDISING." (MM)

VT 000 141
BURBRINK, PAULINE W.
STOCKKEEPING FOR COOPERATIVE PART-TIME STUDENTS IN HIGH SCHOOLS AND JUNIOR COLLEGES.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
TEXAS EDUCATION AGENCY, AUSTIN. DISTRIBUTIVE EDUCATION SERVICE
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($2.50).
PUB DATE - JUL65 158P.

DESCRIPTORS - *TEXTBOOKS; *STUDY GUIDES; *DISTRIBUTIVE EDUCATION; *STOCKKEEPING; MERCHANDISING; HIGH SCHOOLS; POST SECONDARY EDUCATION; *INDIVIDUAL INSTRUCTION

ABSTRACT - THE MANUAL WAS DESIGNED FOR USE AS DIRECTED INDIVIDUAL INSTRUCTION BY DISTRIBUTIVE EDUCATION STUDENTS WHO HAVE STOCKKEEPING AS ONE OF THEIR MAJOR DUTIES. IT WAS DEVELOPED BY MATERIALS SPECIALISTS AT STATE LEVEL TO PROVIDE BASIC ENTRY LEVEL TRAINING ON THE STOCKKEEPING TECHNIQUES AND FUNCTIONS NECESSARY TO THE MERCHANDISING OPERATION. THE MANUAL CONSISTS OF 16 ASSIGNMENTS AND AN INFORMATION SECTION FOR EACH ASSIGNMENT. SUBJECT MATTER AREAS INCLUDE MERCHANDISING, BUYING, MODEL STOCKS, STOCKKEEPING, WAREHOUSING, PROTECTION OF MERCHANDISE, AND SAFETY. EACH ASSIGNMENT INCLUDES THE SUBJECT MATTER TITLE, REFERENCE ASSIGNMENT, QUESTIONS, AND/OR PROJECTS. AN ANSWER BOOK (VT 000 142) IS ALSO AVAILABLE FOR $1.00 FROM THE SAME SOURCE. (MM)

VT 000 144
DUNCUM, WILLIAM C.
FEED AND FARM SUPPLIES.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
TEXAS EDUCATION AGENCY, AUSTIN. DISTRIBUTIVE EDUCATION SERVICE
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($3.00).
PUB DATE - JAN66 163P.

DESCRIPTORS - *TEXTBOOKS; *STUDY GUIDES; *DISTRIBUTIVE EDUCATION; *AGRICULTURAL SUPPLIES; *MERCHANDISING; HIGH SCHOOLS; POST SECONDARY EDUCATION; *INDIVIDUAL INSTRUCTION

ABSTRACT - THIS MANUAL IS TO BE USED IN DIRECTED INDIVIDUAL INSTRUCTION BY HIGH SCHOOL, JUNIOR COLLEGE, AND AREA VOCATIONAL SCHOOL DISTRIBUTIVE EDUCATION (DE) STUDENTS WHO HAVE CAREER OBJECTIVES IN THE AREA OF FEED AND FARM SUPPLIES MERCHANDISING. THE MATERIALS WERE DEVELOPED BY A DE TEACHER-COORDINATOR WITH A BACKGROUND AND EXPERIENCE IN THE AREA OF MERCHANDISING. THE MANUAL HAS TWO PARTS, AN ASSIGNMENT SECTION CONTAINING 41 ASSIGNMENTS AND AN INFORMATION SECTION FOR USE AS REFERENCE. SUBJECT AREAS ARE (1) YOUR JOB AS A FEED SALESMAN, (2) FEED AS MERCHANDISE, (3) HOW FEEDS ARE USED, (4) BASIC FEEDS, (5) FEEDING STANDARDS, AND (6) RELATED MERCHANDISE. EACH ASSIGNMENT CONSISTS OF SUBJECT TITLE, EXPLANATION, REFERENCE TO INFORMATION SECTION, QUESTIONS, AND PROJECTS. A BIBLIOGRAPHY IS ALSO INCLUDED. (MM)

VT 000 145
MATHEMATICS OF DISTRIBUTION.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($5.00).
PUB DATE - JUL65 184P.

DESCRIPTORS - *CURRICULUM GUIDES; *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; *PRACTICAL MATHEMATICS; GRADE 11

ABSTRACT - THIS IS ONE OF 10 MANUALS WHICH MAKE UP THE 2-YEAR DISTRIBUTIVE EDUCATION SECONDARY SCHOOL CURRICULUM IN TEXAS. THIS COURSE OF STUDY WAS PREPARED FOR FIRST-YEAR STUDENTS BY A COMMITTEE OF HIGH SCHOOL COORDINATORS, TESTED IN 16 HIGH SCHOOLS, AND REVISED. ITS AIM IS TO INTRODUCE THE BROAD ASPECTS OF MATHEMATICS IN DISTRIBUTION. THE UNITS OF STUDY ARE DIVIDED INTO THREE SECTIONS: (1) MATHEMATICS FOR BEGINNERS IN DISTRIBUTION, WHICH IS A GENERAL REVIEW OF BASIC MATHEMATICS TO DEVELOP SPEED AND ACCURACY IN SOLVING PROBLEMS FOUND IN SELLING SITUATIONS, (2) MATHEMATICS FOR THE MERCHANDISING TRAINEE, WHICH INCLUDES MERCHANDISING MATHEMATICS, AND (3) MATHEMATICS OF BUSINESS ORGANIZATION AND OPERATION. THE THREE SECTIONS CONTAIN 14 UNITS. EXAMPLES OF UNIT TITLES ARE--INTRODUCTION AND APPLICATION OF MATHEMATICS, ERRORS AND THEIR EFFECT ON BUSINESS, AND INVENTORY AND STOCK CONTROL. A SET OF PROBLEMS, WITH ANSWERS, ACCOMPANIES EACH UNIT. A GENERAL REVIEW TEST, WITH ANSWERS, AND A BIBLIOGRAPHY APPEAR AT THE END OF EACH SECTION. EACH UNIT REQUIRES APPROXIMATELY THREE HOURS OF INSTRUCTION TIME. A LIST OF RECOMMENDED TEXTS AND REFERENCES IS INCLUDED. THIS DOCUMENT IS AVAILABLE FOR $5.00 FROM INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712. (SL)

VT 000 146
BURBRINK, PAULINE W., COMP.
TELL IT WELL (TO SELL IT WELL), INSTRUCTOR'S

MANUAL.

TEXAS UNIV., AUSTIN. INDUSTRIAL AND BUSINESS TRAINING
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($4.50).
PUB DATE - JAN62 137P.

DESCRIPTORS - *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; *SALESMANSHIP; ADULT VOCATIONAL EDUCATION; INSTRUCTIONAL AIDS; BIBLIOGRAPHIES; *VERBAL COMMUNICATION; COMMUNICATION SKILLS; VERBAL ABILITY
IDENTIFIERS - TEXAS

ABSTRACT - THIS GUIDE IS FOR USE IN TEACHING A SALES TRAINING COURSE FOR ADULTS. IT WAS DEVELOPED BY SUBJECT MATTER SPECIALISTS WITH THE OBJECTIVES OF PROVIDING INTENSIVE TRAINING ON SALES CONVERSATION. UNITS ARE: (1) BE YOURSELF (BUT CHANGE), (2) IN THE KNOW (ABOUT THE CUSTOMER), (3) WHAT WE TALK ABOUT (AND HOW), (4) HOW WE TELL THEM (WHAT AND WHY), AND (5) THE BETTER YOU TELL (THE MORE YOU SELL). EACH UNIT CONTAINS A BIBLIOGRAPHY, AN INFORMATION SECTION, AN INSTRUCTIONAL OUTLINE, AND SUGGESTIONS TO TEACHERS. ALSO INCLUDED ARE SUGGESTIONS FOR VISUAL AIDS AND FLANNEL BOARD PRESENTATIONS. THE MATERIAL IS GEOGRAPHICALLY ADAPTABLE TO ALL REGIONS AND IS DESIGNED FOR PERSONNEL ENGAGED IN SALES OCCUPATIONS. (MM)

VT 000 148
BURBRINK, PAULINE W.
INDIVIDUAL ASSIGNMENTS BASED ON "YOUR ATTITUDE IS SHOWING," BY ELWOOD N. CHAPMAN.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($5.65).
PUB DATE - AUG65 28P.

DESCRIPTORS - *STUDY GUIDES; *DISTRIBUTIVE EDUCATION; *EMPLOYERS; *HUMAN RELATIONS; ATTITUDES; ORIENTATION MATERIALS

ABSTRACT - THIS MANUAL WAS DEVELOPED TO HELP THE DISTRIBUTIVE EDUCATION STUDENT GAIN POSITIVE ATTITUDES THROUGH AN UNDERSTANDING OF HUMAN RELATIONS. READING ASSIGNMENTS AND QUESTIONS BASED ON THE BOOKLET, "YOUR ATTITUDE IS SHOWING," CONSTITUTE THE 20 ASSIGNMENTS. THE TOPICS OF THE ASSIGNMENTS RANGE FROM YOU CAN'T ESCAPE HUMAN RELATIONS TO WHEN OTHER PASTURES LOOK GREENER. THE COMPLETE PACKAGE CONSISTING OF A SEPARATE ANSWER BOOKLET (VT 000 149), STUDENT ASSIGNMENT BOOKLET (VT 000 148), AND TEXTBOOK (VT 000 437, AIM FALL 1967) ARE AVAILABLE FOR $5.65 FROM INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712. (SL)

VT 000 150
SUGGESTED LESSON PLANS IN SAFETY EDUCATION FOR STUDENTS OF DISTRIBUTIVE EDUCATION.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($7.50).
PUB DATE - AUG63 52P.

DESCRIPTORS - *TEACHING GUIDES; UNITS OF STUDY (SUBJECT FIELDS); *DISTRIBUTIVE EDUCATION; *ACCIDENT PREVENTION; *SAFETY EDUCATION; SECONDARY GRADES; ADULT VOCATIONAL EDUCATION; INSTRUCTIONAL MATERIALS; BIBLIOGRAPHIES

ABSTRACT - THIS GUIDE IS FOR TEACHER USE IN CONDUCTING A UNIT ON SAFETY EDUCATION FOR DISTRIBUTIVE EDUCATION STUDENTS AT THE HIGH SCHOOL LEVEL. IT WAS DEVELOPED AS A SPECIAL PROJECT BY THE NATIONAL ASSOCIATION FOR DISTRIBUTIVE EDUCATION TEACHERS. THE CONTENT OBJECTIVES ARE TO PROVIDE ADEQUATE SAFETY INFORMATION TO YOUNG STUDENTS AND ADULTS WHO ARE ENTERING THE FIELD OF DISTRIBUTION. UNITS ARE: (1) SAFETY IN THE HANDLING OF MONEY AND MERCHANDISE, (2) SAFETY IN STOREROOM, STOCKROOM, AND WAREHOUSE, (3) SAFETY IN STORE SELLING AREAS, AND (4) CIVIL DEFENSE RULES FOR SAFETY. INCLUDED IN EACH UNIT ARE SUGGESTIONS TO THE TEACHER AND A COMPLETE TEACHING OUTLINE. ALSO INCLUDED ARE SUGGESTED FILMS AND A BIBLIOGRAPHY OF REFERENCE MATERIALS. THE MATERIAL IS GEOGRAPHICALLY ADAPTABLE TO ALL REGIONS AND IS DESIGNED FOR 2 WEEKS OF CLASSROOM ACTIVITY. (MM)

VT 000 152
BASIC FASHION TRAINING.

TEXAS UNIV., AUSTIN. INDUSTRIAL AND BUSINESS TRAINING
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($3.50).
PUB DATE - DEC52 110P.

DESCRIPTORS - *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; *SALESMANSHIP; *CLOTHING DESIGN; ADULT VOCATIONAL EDUCATION
IDENTIFIERS - *FASHIONS

ABSTRACT - THIS GUIDE IS FOR TEACHER USE IN CONDUCTING AN ADULT EDUCATION COURSE IN THE AREA OF BASIC FASHION TRAINING. IT WAS DEVELOPED BY SUBJECT MATTER SPECIALISTS IN COOPERATION WITH A DALLAS FASHION GROUP. UNITS ARE: (1) INTRODUCTION TO FASHION, (2) FABRICS, (3) COLOR, (4) BASIC FIGURE TYPES, AND (5) KNOWLEDGE OF DESIGN-LINE-FORM. EACH UNIT CONTAINS A BIBLIOGRAPHY, AN INFORMATION SECTION, AND INSTRUCTIONAL OUTLINE, SUGGESTIONS TO TEACHERS, AND DEFINITIONS OR APPROPRIATE TABLES. THE MATERIAL IS GEOGRAPHICALLY ADAPTABLE TO ALL REGIONS AND TEACHERS SHOULD HAVE THOROUGH KNOWLEDGE AND EXPERIENCE IN WOMEN'S FASHIONS. (MM)

VT 000 155
BURBRINK, PAULINE W.
SCHOOL AND BUSINESS RELATIONSHIPS.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($4.00).
PUB DATE - SEP62 205P.

DESCRIPTORS - *STATE CURRICULUM GUIDES; *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; *JOB APPLICATION; *EMPLOYMENT INTERVIEWS; PERSONALITY DEVELOPMENT; JOB APPLICANTS; EMPLOYMENT QUALIFICATIONS; EMPLOYMENT OPPORTUNITIES; GRADE 11
IDENTIFIERS - TEXAS

ABSTRACT - INDIVIDUALLY DEVELOPED AND FIELD TESTED IN 31 HIGH SCHOOL PROGRAMS, THIS IS ONE OF 10 MANUALS COMPRISING THE 2-YEAR DISTRIBUTIVE EDUCATION SECONDARY SCHOOL CURRICULUM IN TEXAS. IT IS A FIRST-YEAR MANUAL DESIGNED TO ASSIST THE COORDINATOR IN PREPARING HIGH SCHOOL STUDENTS FOR ENTRANCE INTO THE BUSINESS WORLD AS DISTRIBUTIVE EDUCATION TRAINEES. THE TIME ALLOTMENT SUGGESTED FOR THE UNIT IS 5 WEEKS. THE CONTENT COVERS SECTIONS ON: (1) HOW TO APPLY FOR A JOB, (2) DISTRIBUTIVE EDUCATION DEFINED AND EXPLAINED, (3) ORIENTATION, (4) SUGGESTIONS FOR THE TEACHER, (5) VOCABULARY LIST, (6) SELECTED BIBLIOGRAPHY, (7) SUGGESTED AUDIOVISUAL AIDS, AND (8) MATERIALS TO BE DISTRIBUTED TO STUDENTS. THE TEACHER MUST HAVE SOME KNOWLEDGE AND EXPERIENCE IN THE FIELD. RELATED DOCUMENTS ARE AVAILABLE AS VT 000 145, VT 000 157, VT 000 164, AND VT 000 168 (ALL IN AIM FALL 1967), AND VT 000 156, VT 000 163, VT 000 166, VT 000 167 AND VT 000 170. (AW)

VT 000 156
LUTER, ROBERT R.
BASIC ORGANIZATION OF DISTRIBUTION.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($3.00).
PUB DATE - SEP62 110P.

DESCRIPTORS - *STATE CURRICULUM GUIDES; *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; *BUSINESS ORGANIZATION; *MARKETING; GRADE 11; ACHIEVEMENT TESTS; ANSWER KEYS; BIBLIOGRAPHIES; UNITS OF STUDY (SUBJECT FIELDS)
IDENTIFIERS - TEXAS

ABSTRACT - ONE OF 10 MANUALS COMPRISING THE 2-YEAR DISTRIBUTIVE EDUCATION SECONDARY SCHOOL CURRICULUM IN TEXAS, THIS IS A FIRST-YEAR TEACHERS' MANUAL IN THE BASIC INSTRUCTION SERIES. IT WAS DEVELOPED BY AN INDIVIDUAL AND FIELD TESTED IN 24 HIGH SCHOOLS. TOPIC HEADINGS FOR THIS 4-WEEK INSTRUCTIONAL UNIT ARE: (1) ORIGIN AND HISTORY OF DISTRIBUTION, (2) HOW OUR AMERICAN BUSINESS SYSTEM OPERATES, (3) CHANNELS OF DISTRIBUTION, (4) FUNDAMENTALS OF BUSINESS ORGANIZATION, AND (5) HOW A BUSINESS IS ORGANIZED FOR WORK. FEATURES OF PARTICULAR INTEREST TO TEACHERS ARE CHARTS DESIGNED FOR EASE IN PREPARATION AND UNDERSTANDING, VOCABULARIES OF KEYWORDS, AND A SUMMARY OF EACH UNIT. IN ADDITION, EACH UNIT CONTAINS THEMES AND OBJECTIVES, TEACHING OUTLINES AND SUGGESTIONS, A TEST WITH ANSWERS, AND A BIBLIOGRAPHY. TEACHERS MUST HAVE KNOWLEDGE AND EXPERIENCE IN SOME PHASE OF DISTRIBUTION. THE NINE RELATED DOCUMENTS ARE VT 000 145, VT 000 157, VT 000 164, AND VT 000 168 (ALL IN AIM FALL 1967), AND VT 000 155, VT 000 163, VT 000 166, VT 000 167 AND VT 000 170. (AW)

VT 000 157
LUTER, ROBERT R.
BASIC SELLING.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($2.50).
PUB DATE - JUN65 101P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *SALESMANSHIP; *CURRICULUM GUIDES; *TEACHING GUIDES; *GRADE 11

ABSTRACT - THIS IS ONE OF 10 MANUALS FOR TEACHING THE 2-YEAR DISTRIBUTIVE EDUCATION SECONDARY SCHOOL CURRICULUM IN TEXAS AND FOR USE WITH FIRST-YEAR STUDENTS. IT WAS DEVELOPED BY A HIGH SCHOOL TEACHER-COORDINATOR GROUP, TESTED IN 23 HIGH SCHOOL PROGRAMS, AND REVISED. THE SUGGESTED TEACHING TIME IS 4 WEEKS OR 20 CLASSROOM HOURS, BUT MORE MATERIAL IS INCLUDED SO THAT THE TEACHER CAN BE SELECTIVE IN CONTENT AND THOROUGH IN METHOD. THE TOPICS OF THE FIVE UNITS ARE: (1) FOUNDATIONS FOR SELLING, (2) BASIC SALES KNOWLEDGE, (3) THE SALES PRESENTATION, (4) INCREASING THE SALE, AND (5) SELLING--A UNIVERSAL OPPORTUNITY. EACH UNIT CONTAINS AIMS AND OBJECTIVES, A TEACHING OUTLINE, SUGGESTIONS TO TEACHERS, SUMMARY OF THE MAIN IDEAS, TEST SUGGESTIONS WITH ANSWERS, A VOCABULARY LIST, AND A SELECTED BIBLIOGRAPHY. THIS DOCUMENT IS AVAILABLE FOR $2.50 FROM INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712. (SL)

VT 000 158
COMMUNICATIONS (ORAL AND WRITTEN) .
DISTRIBUTIVE EDUCATION PREPARATORY SERIES.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
TEXAS EDUCATION AGENCY, AUSTIN. DISTRIBUTIVE EDUCATION SERVICE
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($3.75 OR $9.95 FOR THE SERIES).
PUB DATE - SEP64 178P.

DESCRIPTORS - *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; *COMMUNICATION SKILLS; HIGH SCHOOLS; POST SECONDARY EDUCATION; ADULT VOCATIONAL EDUCATION

ABSTRACT - ONE OF A FOUR-MANUAL SERIES WITH "PERSONAL QUALITIES" (VT 000 160), "ARITHMETIC" (VT 000 161), AND "DISTRIBUTION" (VT 000 169), THIS MANUAL IS DESIGNED FOR INSTRUCTOR USE IN A PREPARATORY COURSE IN DISTRIBUTION FOR HIGH SCHOOL, JUNIOR COLLEGE, OR ADULT STUDENTS. IT WAS DEVELOPED BY INDIVIDUAL RESEARCH WITH AN ADVISORY COMMITTEE UNDER DIRECTION OF THE U.S. DEPARTMENT OF HEALTH, EDUCATION AND WELFARE CONTRACT. THE PRIMARY OBJECTIVES OF THE MANUAL ARE TO HELP THE STUDENT DEVELOP BOTH ORAL AND WRITTEN COMMUNICATION SKILLS NEEDED FOR SUCCESS IN THE FIELD OF DISTRIBUTION. UNITS IN ORAL COMMUNICATIONS ARE: (1) ORAL COMMUNICATIONS DEFINED AND EXPLAINED, (2) THE ABLE MAN THEORY, (3) CHARACTERISTICS OF ORAL COMMUNICATIONS, (4) TOOLS OF ORAL COMMUNICATIONS, (5) PLANNING ORAL COMMUNICATIONS, (6) USE ORAL COMMUNICATIONS EFFECTIVELY, AND (7) READING--ITS PLACE IN COMMUNICATIONS. UNITS IN WRITTEN COMMUNICATIONS ARE: (1) WHY WRITE, (2) SENTENCES, END PUNCTUATION, AGREEMENT, (3) VERBS, (4) NOUNS AND PRONOUNS, (5) ADJECTIVES AND ADVERBS, (6) BUILDING A SENTENCE, (7) MEETING YOUR CUSTOMER, (8) ORGANIZING YOUR WRITING, (9) WRITING ACCURATELY, BRIEFLY, AND CLEARLY, AND (10) WRITING BUSINESS LETTERS. EACH UNIT CONTAINS AIMS AND OBJECTIVES, A UNIT OUTLINE, A LIST OF MATERIALS, EQUIPMENT, AND REFERENCES NEEDED, A TEACHING OUTLINE, SUGGESTIONS FOR THE TEACHER, AND STUDENT PASSOUTS. (MM)

VT 000 159
CLICK, CARROL
PAINT AND WALLPAPER.

TEXAS UNIV., AUSTIN. INDUSTRIAL AND BUSINESS TRAINING
TEXAS EDUCATION AGENCY, AUSTIN. DISTRIBUTIVE EDUCATION SERVICE
PUB DATE - JUN63 183P.

DESCRIPTORS - *ANSWER KEYS; *DISTRIBUTIVE EDUCATION; *MERCHANDISING; *PAINTS; *WALLPAPER; HIGH SCHOOLS; POST SECONDARY EDUCATION; INDIVIDUAL INSTRUCTION

ABSTRACT - INFORMATION AND ASSIGNMENTS ARE PROVIDED FOR DIRECTED INDIVIDUAL INSTRUCTION OF DISTRIBUTIVE EDUCATION (DE) STUDENTS WITH A CAREER OBJECTIVE IN THE FIELD OF PAINT AND WALLPAPER MERCHANDISING. DEVELOPMENT OF THE MANUAL WAS BY A DE TEACHER-COORDINATOR EXPERIENCED IN THE MERCHANDISING AREA. THERE ARE 19 LESSONS IN THE AREA OF PAINT AND 15 IN THE AREA OF WALLPAPER. SOME OF THE SUBJECTS INCLUDED ARE (1) OPPORTUNITIES AS A PAINT SALESMAN, (2) TYPES OF PAINTS, (3) PAINT BRUSHES, (4) APPLICATION OF PAINT PRODUCTS, (5) CARE OF BRUSHES, (6) ESTIMATING, (7) COLOR SCHEMES, (8) PAINT FAILURES, (9) BUILDING GOODWILL, (10) SELLING, (11) STOCKROOM MANAGEMENT, (12) SELLING COLOR IN WALLPAPER, (13) HOW TO HANG WALLPAPER, AND (14) DISPLAY. EACH ASSIGNMENT CONSISTS OF SUBJECT MATTER TITLE, REFERENCE, QUESTIONS AND/OR PROJECTS. AN ANSWER BOOK (VT 000 153) IS ALSO AVAILABLE FOR $2.50 FROM THE SAME SOURCE. (MM)

VT 000 160
PERSONAL QUALITIES (FOR SUCCESS IN DISTRIBUTION) . DISTRIBUTIVE EDUCATION PREPARATORY SERIES.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
TEXAS EDUCATION AGENCY, AUSTIN. DISTRIBUTIVE EDUCATION SERVICE
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITYNOF TEXAS, AUSTIN, TEXAS 78712 ($1.50 OR $9.95 FOR THE SERIES).
PUB DATE - SEP64 57P.

DESCRIPTORS - *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; *WORK ATTITUDES; HIGH SCHOOLS; POST SECONDARY EDUCATION; ADULT VOCATIONAL EDUCATION

ABSTRACT - ONE OF A FOUR-MANUAL SERIES WITH "COMMUNICATIONS" (VT 000 158), "ARITHMETIC" (VT 000 161), AND "DISTRIBUTION" (VT 000 169), THIS MANUAL IS DESIGNED FOR INSTRUCTOR USE IN A PREPARATORY COURSE IN DISTRIBUTION FOR HIGH SCHOOL, JUNIOR COLLEGE, OR ADULT STUDENTS. IT WAS DEVELOPED BY INDIVIDUAL RESEARCH WITH AN ADVISORY COMMITTEE UNDER DIRECTION OF THE U.S. DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE CONTRACT. THE OBJECTIVE OF THE MANUAL IS TO HELP STUDENTS DEVELOP THE PERSONAL QUALITIES NEEDED FOR SUCCESS IN DISTRIBUTION. UNITS ARE: (1) THE ABLE MAN, (2) ABLE MAN ATTITUDES, (3) HEALTH AND THE ABLE MAN, (4) ETHICS OF THE ABLE MAN, AND (5) HOW TO APPLY FOR A JOB. THE INSTRUCTOR SHOULD HAVE KNOWLEDGE OF MARKETING AND DISTRIBUTION, AND STUDENTS SHOULD BE INTERESTED IN DISTRIBUTION AND PLANNING TO ENTER THE FIELD AT AN ENTRY LEVEL POSITION. EACH UNIT CONTAINS AIMS AND OBJECTIVES, A UNIT OUTLINE, A LIST OF MATERIALS AND EQUIPMENT NEEDS, A TEACHING OUTLINE, SUGGESTIONS TO TEACHERS, AND STUDENT PASSOUTS. (MM)

VT 000 161
ARITHMETIC FOR DISTRIBUTION . (DISTRIBUTIVE EDUCATION PREPARATORY SERIES).

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
TEXAS EDUCATION AGENCY, AUSTIN. DISTRIBUTIVE EDUCATION SERVICE
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($3.00 EACH OR $9.95 IN THE SET).
PUB DATE - SEP64 140P.

DESCRIPTORS - *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; *ARITHMETIC; HIGH SCHOOLS; ADULT VOCATIONAL EDUCATION

ABSTRACT - THIS IS ONE OF FOUR MANUALS TO BE USED AS TEACHING GUIDES IN PREPARATORY TRAINING OF PERSONS FOR AN ENTRY LEVEL JOB IN THE FIELD OF DISTRIBUTION AT EITHER THE HIGH SCHOOL OR ADULT LEVEL. THE 16 UNITS INCLUDE (1) WHOLE NUMBERS, (2) CHANGE MAKING, (3) FRACTIONS, (4) DECIMALS, (5) PERCENTAGE, (6) ALIQUOT PARTS, AND (7) WEIGHTS AND MEASURES.

INCLUDED IN EACH UNIT ARE AIMS AND OBJECTIVES, A LIST OF MATERIAL AND EQUIPMENT NEEDED, SUGGESTION TO THE TEACHER, A TEACHING OUTLINE, TESTS FOR DRILL, AND ANSWERS TO DRILLS. A BIBLIOGRAPHY LISTS BOOKS AND WORKBOOKS. "PERSONAL QUALITIES" (VT 000 160), "COMMUNICATIONS" (VT 000 158), AND "DISTRIBUTION" (VT 000 169) ARE RELATED DOCUMENTS. (MM)

VT 000 163
SULLIVAN, JANIE
ADVANCED SELLING (INCLUDING SECOND-YEAR ORIENTATION).

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($4.50).
PUB DATE - SEP64 161P.

DESCRIPTORS - *STATE CURRICULUM GUIDES; *TEACHING GUIDES; *SALESMANSHIP; *DISTRIBUTIVE EDUCATION; UNITS OF STUDY (SUBJECT FIELDS); *SALES WORKERS; BIBLIOGRAPHIES; SALES OCCUPATIONS; INSTRUCTIONAL AIDS; GRADE 12

ABSTRACT - WRITTEN BY AN INDIVIDUAL AND FIELD TESTED IN SELECTED HIGH SCHOOL PROGRAMS, THIS IS ONE OF 10 MANUALS COMPRISING THE 2-YEAR SECONDARY DISTRIBUTIVE EDUCATION CURRICULUM IN TEXAS. IT IS DESIGNED FOR TEACHER USE IN A SECOND-YEAR DISTRIBUTIVE EDUCATION COOPERATIVE PROGRAM. THE SUGGESTED TIME ALLOTMENT FOR THE UNIT IS 4 TO 5 WEEKS. THE TEACHER SHOULD ADAPT THE OUTLINE TO FIT THE TIME SCHEDULE AND THE OCCUPATIONAL NEEDS OF THE CLASS. UNITS COVERED ARE: (1) ORIENTATION, (2) THE CHALLENGE IN SELLING, (3) SELL AS TODAY'S CUSTOMER WANTS TO BE SOLD, (4) KNOWLEDGE IS POWER, (5) ADVANCED SELLING TECHNIQUES, AND (6) BUILD BUSINESS THROUGH GOOD ETHICS. EACH UNIT CONTAINS: (1) AIMS AND OBJECTIVES, (2) A TEACHING OUTLINE, (3) SUGGESTIONS TO TEACHERS, (4) A VOCABULARY LIST, (5) TEST SUGGESTIONS, (6) A UNIT SUMMARY, AND (7) A SELECTED BIBLIOGRAPHY. THE TEACHER MUST HAVE KNOWLEDGE AND EXPERIENCE IN SELLING. ILLUSTRATIONS FOR USE AS INSTRUCTIONAL AIDS ARE INCLUDED. RELATED DOCUMENTS ARE AVAILABLE AS VT 000 145, VT 000 157, VT 000 164, VT 000 168 (ALL IN AIM FALL 1967), AND VT 000 155, VT 000 156, VT 000 166, VT 000 167, VT 000 170. (AW)

VT 000 164
MERCHANDISING.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($4.00).
PUB DATE - MAR65 140P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *MERCHANDISING; *CURRICULUM GUIDES; *HIGH SCHOOLS; *TEACHING GUIDES

ABSTRACT - THIS MANUAL IS INTENDED FOR THE TEACHER IN THE SECONDARY SCHOOL DISTRIBUTIVE EDUCATION PROGRAM. THE APPROXIMATE TIME ALLOTMENT IS 45 TO 50 HOURS. EACH OF THE SEVEN UNITS CONTAINS A CONTENT SECTION AND A TEACHING OUTLINE SECTION. THE TOPICS OF THE UNITS ARE: (1) MERCHANDISING DEFINED, (2) MERCHANDISING FUNCTIONS, (3) MERCHANDISING POLICIES, (4) WHAT TO BUY, (5) WHEN AND HOW MUCH TO BUY, (6) WHERE AND FROM WHOM TO BUY, AND (7) HOW TO BUY. THE CONTENT IS TAKEN FROM THE BOOK "MERCHANDISING TECHNIQUES," BY EDWINA B. HOGADONE AND DONALD K. BECKLEY. THIS DOCUMENT IS AVAILABLE FOR $4.00 FROM INDUSTRIAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712. (SL)

VT 000 165
JOHNSON, SHIRLEY WAGONER
MERCHANDISING. (JUNIOR COLLEGE SERIES).

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($3.50).
PUB DATE - SEP64 123P.

DESCRIPTORS - *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; *MERCHANDISING; SALES OCCUPATIONS; *RETAILING; JUNIOR COLLEGES; POST SECONDARY EDUCATION

ABSTRACT - WRITTEN BY A DISTRIBUTIVE EDUCATION PROGRAM COORDINATOR, THIS TEACHER'S MANUAL IS DESIGNED TO AID THE JUNIOR COLLEGE OR POST-SECONDARY TEACHER IN INCREASING STUDENTS' KNOWLEDGE AND SKILLS IN MERCHANDISING. THE CONTENT INCLUDES UNITS ON: (1) THE CHANGING PICTURE OF RETAILING, (2) MERCHANDISING IN OUR ECONOMY, (3) WHAT TO BUY TO HAVE THE RIGHT MERCHANDISE AT THE RIGHT TIME IN THE RIGHT PLACE, (4) THE OTHER HALF--SELLING AND SALES PROMOTION, AND (6) A CONCLUDING SECTION ENTITLED "MERCHANDISING REVIEW OUTLINES." EACH UNIT CONTAINS AIMS AND OBJECTIVES, A TEACHING OUTLINE, AND SUGGESTIONS TO TEACHERS. IN ADDITION, SOME UNITS ALSO PROVIDE A VOCABULARY LIST, SUGGESTED PROJECTS, TEST SUGGESTIONS, QUIZZES, PROBLEM SETS, AND A BIBLIOGRAPHY. AN EXAM (WITH ANSWER KEY) COVERING UNITS I, II, AND III AND A FINAL EXAM (ANSWER KEY NOT FURNISHED) ARE INCLUDED. STUDENTS IN THE CLASS SHOULD HAVE AN OCCUPATIONAL INTEREST IN MERCHANDISING, AND THE INSTRUCTOR MUST BE ADVANCED IN BUSINESS MATHEMATICS AND HAVE EXPERIENCES IN THE FIELD OF MERCHANDISING. (AW)

VT 000 166
BURBRINK, PAULINE W.
RETAIL CREDIT.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($2.50).

PUB DATE - SEP64 87P.

DESCRIPTORS - *STATE CURRICULUM GUIDES; *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; CONSUMER ECONOMICS; *CONSUMER EDUCATION; GRADE 12; *CREDIT (FINANCE); RETAILING; UNITS OF STUDY (SUBJECT FIELDS); ACHIEVEMENT TESTS; BIBLIOGRAPHIES

ABSTRACT - ONE OF 10 MANUALS COMPRISING THE 2-YEAR DISTRIBUTIVE EDUCATION SECONDARY SCHOOL CURRICULUM IN TEXAS, THIS SECOND-YEAR GUIDE IS DESIGNED FOR TEACHER-COORDINATOR USE. THE PROGRAM WAS DEVELOPED BY A SUBJECT MATTER SPECIALIST AND FIELD TESTED IN SELECTED HIGH SCHOOLS PRIOR TO PUBLICATION. THE 3-WEEK UNIT CONSISTS OF THREE MAJOR TOPICS: (1) THE ROLE OF CONSUMER CREDIT IN THE AMERICAN ECONOMY, (2) RETAIL CREDIT PRINCIPLES AND PROCEDURES, AND (3) THE INDIVIDUAL'S CREDIT RATING. EACH TOPIC CONTAINS AIMS AND OBJECTIVES, A TEACHING OUTLINE, SUGGESTIONS FOR THE TEACHER, SUGGESTED TEST QUESTIONS, SELECTED VOCABULARY, AND STUDENT-USE MATERIALS. SAMPLE FORMS AND LETTERS AND A BIBLIOGRAPHY ARE ALSO INCLUDED. RELATED DOCUMENTS ARE AVAILABLE AS VT 000 145, VT 000 157, VT 000 164 AND VT 000 168 (ALL IN AIM FALL 1967), AND VT 000 155, VT 000 156, VT 000 163, VT 000 167 AND VT 000 170. (AW)

VT 000 167
THOMAS, ICY
SALES PROMOTION.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($4.00).
PUB DATE - SEP64 136P.

DESCRIPTORS - *STATE CURRICULUM GUIDES; *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; *MERCHANDISING; INSTRUCTIONAL AIDS; BIBLIOGRAPHIES; SALES OCCUPATIONS; *PUBLIC RELATIONS; SALESMANSHIP; GRADE 12; UNITS OF STUDY (SUBJECT FIELDS)

ABSTRACT - ONE OF 10 MANUALS WHICH COMPRISE THE 2-YEAR DISTRIBUTIVE EDUCATION SECONDARY SCHOOL CURRICULUM IN TEXAS, THIS SECOND-YEAR MANUAL IS DESIGNED FOR TEACHER-COORDINATOR USE. DEVELOPED BY AN INDIVIDUAL, IT WAS FIELD TESTED IN SELECTED HIGH SCHOOL PROGRAMS PRIOR TO PUBLICATION. UNITS COVERED ARE: (1) SALES PROMOTION, (2) PLANNING SALES PROMOTION, (3) ADVERTISING, (4) NEWSPAPER ADVERTISING, (5) DISPLAY, AND (6) PUBLIC RELATIONS. THE FIRST UNIT, SALES PROMOTION, PROVIDES AN EXPLORATORY LOOK INTO THE ENTIRE FIELD, AND THE REMAINING UNITS CONSTITUTE A MORE DETAILED STUDY OF SOME OF THE MORE IMPORTANT FACETS OF SALES PROMOTION. EACH UNIT CONTAINS A STATEMENT OF THE AIMS AND OBJECTIVES, TEACHING OUTLINE, SUGGESTIONS TO TEACHERS, VOCABULARY LIST, AND MATERIALS FOR STUDENT USE. A BIBLIOGRAPHY IS ALSO INCLUDED. THE SUGGESTED TIME ALLOTMENT IS 4-6 WEEKS, AND THE TEACHER MUST HAVE KNOWLEDGE AND EXPERIENCE IN SALES PROMOTION. RELATED DOCUMENTS ARE AVAILABLE AS VT 000 145, VT 000 157, VT 000 164, VT 000 168, (ALL FOUND IN AIM FALL 1967), AND VT 000 155, VT 000 156, VT 000 163, VT 000 166, AND VT 000 170. (AW)

VT 000 168
LUTER, ROBERT R.
MARKETING IN OUR ECONOMY.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($3.50).
PUB DATE - SEP64 149P.

DESCRIPTORS - *ECONOMICS; *DISTRIBUTIVE EDUCATION; *MARKETING; *CURRICULUM GUIDES; *TEACHING GUIDES; GRADE 12

ABSTRACT - THIS IS ONE OF 10 MANUALS WHICH MAKE UP THE 2-YEAR DISTRIBUTIVE EDUCATION SECONDARY SCHOOL CURRICULUM IN TEXAS. IT WAS BASED ON NEEDS SUGGESTED BY A CURRICULUM COMMITTEE AT THE HIGH SCHOOL COORDINATOR LEVEL, TESTED IN 19 HIGH SCHOOL PROGRAMS, AND REVISED. IT IS FOR TEACHER USE WITH SECOND-YEAR STUDENTS AND REQUIRES APPROXIMATELY 25 TO 30 HOURS. THE EIGHT UNITS ARE--(1) BASIC ECONOMIC PRINCIPLES, (2) BASIC ECONOMIC SYSTEMS, (3) ACCOMPLISHMENTS OF OUR ECONOMIC SYSTEM, (4) THE ROLE OF MARKETING IN OUR ECONOMY, (5) MARKETING INSTITUTIONS, (6) SELECTING CHANNELS OF DISTRIBUTION, (7) MARKETING RESEARCH, AND (8) CAREER OPPORTUNITIES IN AMERICAN MARKETING. UNITS CONTAIN A STATEMENT OF THE AIMS AND OBJECTIVES, A TEACHING OUTLINE, SUGGESTIONS TO TEACHERS, VOCABULARY LIST, TEST SUGGESTIONS, AND A SELECTED BIBLIOGRAPHY. (SL)

VT 000 169
DISTRIBUTION (IN OUR ECONOMY) DISTRIBUTIVE EDUCATION PREPARATORY SERIES.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
TEXAS EDUCATION AGENCY, AUSTIN. DISTRIBUTIVE EDUCATION SERVICE
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($2.50 EACH OR $9.95 FOR THE SET).
PUB DATE - SEP64 85P.

DESCRIPTORS - *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; *MARKETING; HIGH SCHOOLS; POST SECONDARY EDUCATION; ADULT VOCATIONAL EDUCATION

ABSTRACT - ONE OF A FOUR-MANUAL SERIES WITH "PERSONAL QUALITIES" (VT 000 160), "ARITHMETIC" (VT 000 161), AND "COMMUNICATIONS" (VT 000 159), THIS MANUAL IS DESIGNED FOR INSTRUCTOR USE IN A PREPARATORY COURSE IN DISTRIBUTION FOR HIGH SCHOOL, JUNIOR COLLEGE, OR ADULT STUDENTS. IT WAS DEVELOPED BY INDIVIDUAL RESEARCH WITH AN ADVISORY COMMITTEE UNDER DIRECTION OF THE U.S. DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE CONTRACT. THE OBJECTIVE OF THE MANUAL

IS TO HELP THE STUDENT UNDERSTAND THE ECONOMIC SYSTEM AS RELATED TO DISTRIBUTION. UNITS INCLUDED ARE (1) ECONOMICS DEFINED AND EXPLAINED, (2) SCOPE OF OUR ECONOMY, (3) CONCEPTS OF ECONOMICS (AS THEY AFFECT DISTRIBUTION), AND (4) CAREER OPPORTUNITIES IN DISTRIBUTION. THE INSTRUCTOR SHOULD HAVE A KNOWLEDGE OF ECONOMICS, MARKETING, AND DISTRIBUTION, AND STUDENTS SHOULD BE PLANNING TO ENTER THE FIELD AT AN ENTRY LEVEL POSITION. THE TIME ALLOCATION SHOULD BE GEARED TO THE INSTRUCTIONAL OBJECTIVES. EACH UNIT CONTAINS AIMS AND OBJECTIVES, A UNIT OUTLINE, A LIST OF MATERIALS, EQUIPMENT, AND REFERENCES NEEDED, A TEACHING OUTLINE, SUGGESTIONS TO THE TEACHER, AND STUDENT HANDOUTS. (MM)

VT 000 170
GILBERT, JOSEPHINE, COMP.
COMMUNICATIONS IN DISTRIBUTION.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($3.00).
PUB DATE - SEP62 97P.

DESCRIPTORS - *STATE CURRICULUM GUIDES; *TEACHING GUIDES; *COMMUNICATIONS; *DISTRIBUTIVE EDUCATION; UNITS OF STUDY (SUBJECT FIELDS); GRADE 11; INSTRUCTIONAL AIDS; *COMMUNICATION SKILLS; BIBLIOGRAPHIES

ABSTRACT - DEVELOPED AS ONE OF 10 MANUALS COMPRISING THE 2-YEAR SECONDARY DISTRIBUTIVE EDUCATION CURRICULUM IN TEXAS, THIS FIRST-YEAR MANUAL IS DESIGNED AS A TEACHER'S GUIDE. IT WAS FIELD TESTED IN 26 HIGH SCHOOL PROGRAMS PRIOR TO REVISION AND PUBLICATION; ITS PURPOSE IS TO IMPROVE STUDENTS' KNOWLEDGE AND UNDERSTANDING OF VARIOUS MEANS OF COMMUNICATION. UNIT HEADINGS ARE: COMMUNICATIONS DEFINED AND EXPLAINED, READING - ITS PLACE IN COMMUNICATIONS, ORAL COMMUNICATIONS, AND WRITTEN COMMUNICATIONS. EACH UNIT CONTAINS A STATEMENT OF AIMS AND OBJECTIVES, MATERIALS NEEDED BY THE TEACHER, A TEACHING OUTLINE, SUGGESTIONS FOR THE TEACHER, MATERIALS TO BE DISTRIBUTED TO THE STUDENTS, AND A SELECTED BIBLIOGRAPHY. THE SUGGESTED TIME ALLOTMENT IS 4 TO 6 WEEKS. ILLUSTRATIONS FOR USE AS INSTRUCTIONAL AIDS ARE INCLUDED. RELATED DOCUMENTS ARE AVAILABLE AS VT 000 145, VT 000 157, VT 000 164, AND VT 000 168 (ALL IN AIM FALL 1967) AND VT 000 155, VT 000 156, VT 000 166, AND VT 000 167. (AW)

VT 000 171
CLARKE, MARGARET
RECEIVING, CHECKING, MARKING.

TEXAS UNIV., AUSTIN. INDUSTRIAL AND BUSINESS TRAINING
TEXAS EDUCATION AGENCY, AUSTIN. DISTRIBUTIVE EDUCATION SERVICE
PUB DATE - MAR65 12'P.

DESCRIPTORS - TEXTBOOKS; *STUDY GUIDES; *DISTRIBUTIVE EDUCATION; *MERCHANDISING; *STOCKKEEPING; HIGH SCHOOLS; POST SECONDARY EDUCATION; *INDIVIDUAL INSTRUCTION

ABSTRACT - THE MANUAL IS TO BE USED FOR DIRECTED INDIVIDUAL INSTRUCTION BY HIGH SCHOOL, JUNIOR COLLEGE, AND AREA VOCATIONAL SCHOOL DISTRIBUTIVE EDUCATION STUDENTS WHO BEGIN THEIR TRAINING IN RECEIVING, CHECKING, AND MARKING DEPARTMENTS OR WHO HAVE AN OCCUPATIONAL OBJECTIVE OF RECEIVING DEPARTMENT MANAGER. THE MATERIAL WAS DEVELOPED BY A DISTRIBUTIVE EDUCATION TEACHER-COORDINATOR WITH EXPERIENCE IN THE MERCHANDISING AREA. THE 40 ASSIGNMENTS COVER THE SUBJECT MATTER IN THE INFORMATION SECTION: (1) RCM--THE RECEIVING DEPARTMENT, ITS SCOPE, IMPORTANCE, AND OPPORTUNITIES, (2) SAFETY, (3) RECEIVING, (4) CHECKING, (5) MARKING, (6) DISTRIBUTING, (7) RESERVE STOCK, AND (8) RETURNS TO VENDORS. EACH ASSIGNMENT HAS LESSON TITLE, REFERENCE TO INFORMATION SECTION, QUESTIONS, AND PROJECTS. A BIBLIOGRAPHY IS INCLUDED. AN ANSWER BOOK (VT 000 172) IS AVAILABLE. (MM)

VT 000 173
MOORE, LUDA DAVIS
FOOD SERVICE SELLING, INSTRUCTOR'S MANUAL.

TEXAS UNIV., AUSTIN. INDUSTRIAL AND BUSINESS TRAINING
TEXAS EDUCATION AGENCY, AUSTIN. VOCATIONAL DIV.
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($3.75).
PUB DATE - MAY52 101P.

DESCRIPTORS - *STATE CURRICULUM GUIDES; *TEACHING GUIDES; OCCUPATIONAL HOME ECONOMICS; *DISTRIBUTIVE EDUCATION; ADULT VOCATIONAL EDUCATION; BIBLIOGRAPHIES; *FOOD SERVICE WORKERS; SALES WORKERS; *FOOD SERVICE OCCUPATIONS; SALESMANSHIP; ROLE PLAYING; INSTRUCTIONAL AIDS

ABSTRACT - DEVELOPED BY SUBJECT MATTER SPECIALISTS AND TESTED IN COOPERATION WITH LEADING FOOD-SERVICE ASSOCIATION, THIS MANUAL IS INTENDED FOR USE BY INSTRUCTORS IN CONDUCTING A COURSE FOR UPGRADING ADULT FOOD-SERVICE WORKERS. THE CONTENT MATERIAL IS ORGANIZED FOR FIVE 2-HOUR SESSIONS, AND EMPHASIZES THE TEACHING TECHNIQUE OF ROLE-PLAYING. THE TOPICS OF THE FIVE SESSIONS ARE: (1) LET'S BE READY, (2) JOB KNOWLEDGE OF THE FOOD SERVICE SALESPERSON, (3) SELLING IN FOOD SERVICE. EACH SESSION OUTLINE CONTAINS: (1) A LIST OF EQUIPMENT NEEDED, (2) MAJOR TOPICS TO BE COVERED, (3) BLACKBOARD OR FLANNELBOARD PRESENTATIONS, (4) INFORMATION SHEETS TO BE DISTRIBUTED, AND (5) MATERIAL TO BE PRESENTED VERBALLY BY THE INSTRUCTOR. EXPLANATORY INFORMATION AND INSTRUCTIONS FOR ROLE-PLAYING ARE GIVEN IN SESSIONS REQUIRING USE OF THIS TECHNIQUE. THE INSTRUCTOR MUST HAVE KNOWLEDGE AND EXPERIENCE IN THE FOOD SERVICE INDUSTRY. SUGGESTED VISUAL AIDS AND A BIBLIOGRAPHY ARE INCLUDED. (AW)

VT 000 174
CLICK, CARROL

MEN'S FURNISHINGS FOR COOPERATIVE PART-TIME DISTRIBUTIVE EDUCATION STUDENTS IN HIGH SCHOOLS AND JUNIOR COLLEGES.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
TEXAS EDUCATION AGENCY, AUSTIN. DISTRIBUTIVE EDUCATION SERVICE
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($5.00).
PUB DATE - APR65 154P.

DESCRIPTORS - *TEXTBOOKS; *STUDY GUIDES; *DISTRIBUTIVE EDUCATION; *MERCHANDISING; *CLOTHING; MALES; HIGH SCHOOLS; POST SECONDARY EDUCATION; INDIVIDUAL INSTRUCTION

ABSTRACT - THE STUDENT MANUAL CONSISTS OF AN ASSIGNMENT SECTION OF 37 LESSONS AND INFORMATION FOR EACH TO BE USED IN DIRECTED INDIVIDUAL INSTRUCTION OF DISTRIBUTIVE EDUCATION STUDENTS WITH CAREER OBJECTIVES IN THE MEN'S FIELD. THE MATERIAL WAS DEVELOPED BY A COORDINATOR OF DISTRIBUTIVE EDUCATION EXPERIENCED IN THE AREA. EACH ASSIGNMENT INCLUDES (1) SUBJECT, (2) REFERENCE ASSIGNMENT, (3) EXPLANATION OF THE LESSON, (4) QUESTIONS, AND (5) PROJECTS. SOME OF THE SUBJECT AREAS ARE (1) STOCKKEEPING, (2) DRESS SHIRTS, (3) MEN'S TIES, (4) SPORT SHIRTS, (5) HATS, (6) MEN'S SOCKS, (7) PAJAMAS AND ROBES, (8) UNDERWEAR, (9) MEN'S JEWELRY, (10) WORK CLOTHES, (11) MERCHANDISE PRESENTATION, (12) CUSTOMER OBJECTIONS, (13) WOMEN'S INFLUENCE, (14) CLIENTELE, AND (15) THE SALESMAN'S APPEARANCE. AN ANSWER BOOK (VT 000 175) IS ALSO AVAILABLE. (MM)

VT 000 179
MOORE, PLASCO G.
PRINCIPLES OF MERCHANDISE DISPLAY.

TEXAS UNIV., AUSTIN. INDUSTRIAL AND BUSINESS TRAINING
TEXAS EDUCATION AGENCY, AUSTIN. DISTRIBUTIVE EDUCATION SERVICE
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($3.00).
PUB DATE - JAN65 171P.

DESCRIPTORS - *TEXTBOOKS; *REFERENCE BOOKS; *DISTRIBUTIVE EDUCATION; *MERCHANDISE DISPLAY; HIGH SCHOOLS; POST SECONDARY EDUCATION; *INDIVIDUAL INSTRUCTION

ABSTRACT - THIS MANUAL IS DESIGNED FOR USE AS TEACHER REFERENCE OR STUDENT TEXTBOOK WITH THE STUDY GUIDE "PRINCIPLES OF MERCHANDISE DISPLAY" (VT 000 005) IN HIGH SCHOOL, JUNIOR COLLEGE, OR AREA VOCATIONAL SCHOOL PROGRAMS FOR DISTRIBUTIVE EDUCATION STUDENTS WHO HAVE CAREER INTERESTS IN DISPLAY. TITLES OF SECTIONS ARE (1) HISTORY AND DEVELOPMENT, (2) ELEMENTS OF EFFECTIVE DISPLAY, (3) PRINCIPLES OF BALANCE AND PROPORTION, (4) PRINCIPLES OF ARRANGEMENT, (5) DESIGN AND CONSTRUCTION OF WINDOW BACKGROUND AND FIXTURES, (6) DEPARTMENT STORE DISPLAYS--PART ONE, (7) DEPARTMENT STORE DISPLAYS--PART TWO, AND (8) DISPLAY OF DRUGS. EACH SECTION HAS PHOTOGRAPH AND LINE-DRAWING ILLUSTRATIONS OF DISPLAY PRINCIPLES. THIS REFERENCE MANUAL WAS DEVELOPED BY A STATE SUPERVISOR OF DISTRIBUTIVE EDUCATION WHO IS EXPERIENCED IN DISPLAY WORK. THE TEACHER OF THE COURSE SHOULD HAVE KNOWLEDGE OF OR EXPERIENCE IN DISPLAY TECHNIQUES. THE STUDY GUIDE WITH ASSIGNMENTS (VT 000 005) FOR $2.00 AND AN ANSWER BOOK (VT 000 006) FOR $1.25 ARE AVAILABLE FROM THE SAME SOURCE. (MM)

VT 000 182
CLARKE, MARGARET
DISTRIBUTIVE EDUCATION ADVERTISING MANUAL.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
TEXAS EDUCATION AGENCY, AUSTIN. DISTRIBUTIVE EDUCATION SERVICE
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($3.00).
PUB DATE - 63 119P.

DESCRIPTORS - *TEXTBOOKS; *STUDY GUIDES; *DISTRIBUTIVE EDUCATION; *ADVERTISING; HIGH SCHOOLS; POST SECONDARY EDUCATION; *INDIVIDUAL INSTRUCTION

ABSTRACT - FUNDAMENTAL PRINCIPLES AND PRACTICES OF ADVERTISING ARE PRESENTED IN THIS MANUAL FOR STUDENTS EMPLOYED IN RETAIL, WHOLESALE, AND SERVICE-SELLING ESTABLISHMENTS. IT WAS WRITTEN BY A COORDINATOR WITH BACKGROUND EXPERIENCE IN THE FIELD OF SPECIALTY PRINCIPALLY FOR USE IN DIRECTED INDIVIDUAL INSTRUCTION, BUT IT MAY ALSO SUPPLEMENT BASIC INSTRUCTION IN THE SALES PROMOTION AREA. THE MAIN SECTIONS OF THE MANUAL ARE WHY WE ADVERTISE, THE NEWSPAPER AS AN ADVERTISING MEDIUM, ADVERTISING LAYOUT AND COPY WRITING, AND OTHER ADVERTISING MEDIA. THE SECTIONS CONTAIN 29 UNIT TOPICS. EACH UNIT INCLUDES INFORMATION, OBJECTIVES OF THE ASSIGNMENT, EXPLANATION, QUESTIONS, AND PROJECTS. AN ANSWER BOOK (VT 000 183) IS ALSO AVAILABLE FOR $1.50 FROM THE SAME SOURCE. (MM)

VT 000 184
LISTON, LOVIC
MEN'S WEAR FOR COOPERATIVE PART-TIME DISTRIBUTIVE EDUCATION STUDENTS IN HIGH SCHOOLS AND JUNIOR COLLEGES.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
TEXAS EDUCATION AGENCY, AUSTIN. DISTRIBUTIVE EDUCATION SERVICE
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($3.00).
PUB DATE - JUL65 158P.

DESCRIPTORS - *TEXTBOOKS; *STUDY GUIDES; *DISTRIBUTIVE EDUCATION; *MERCHANDISING; *CLOTHING; MALES; HIGH SCHOOLS; POST SECONDARY EDUCATION; INDIVIDUAL INSTRUCTION

ABSTRACT - THE MANUAL PROVIDES DIRECTED INDIVIDUAL INSTRUCTION FOR DISTRIBUTIVE

EDUCATION STUDENTS WITH CAREER OBJECTIVES IN MERCHANDISING OF MEN'S WEAR. IT WAS DEVELOPED BY A DISTRIBUTIVE EDUCATION TEACHER-COORDINATOR WITH EXPERIENCE IN THE AREA. INCLUDED ARE 56 ASSIGNMENTS AND AN INFORMATION SECTION COVERING (1) STOCKKEEPING, CHECKING, AND MARKING DUTIES, (2) SELLING POINTS FOR MEN'S WEAR, (3) FABRICS USED IN MEN'S WEAR, (4) CONSTRUCTION OF MEN'S WEAR, (5) FASHIONS AND MODELS IN MEN'S WEAR, (6) FITTING MEN'S WEAR, AND (7) MARKING MEN'S WEAR FOR ALTERATIONS. EACH ASSIGNMENT CONTAINS THE SUBJECT TITLE, PAGE NUMBER OF REFERENCE INFORMATION, QUESTIONS, AND PROJECTS. AN ANSWER BOOK (VT 000 185) IS ALSO AVAILABLE FOR $2.50 FROM THE SAME SOURCE. (MM)

VT 000 186
GROSS, LANIS
FLORISTRY, MERCHANDISING AND SERVICES.

TEXAS UNIV., AUSTIN. INDUSTRIAL AND BUSINESS TRAINING
TEXAS EDUCATION AGENCY, AUSTIN. DISTRIBUTIVE EDUCATION SERVICE
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($3.50).
PUB DATE - AUG65 154P.

DESCRIPTORS - *TEXTBOOKS; *STUDY GUIDES; *DISTRIBUTIVE EDUCATION; *FLORIST WORKERS; *MERCHANDISING; FLORICULTURE; HIGH SCHOOLS; POST SECONDARY EDUCATION; INDIVIDUAL INSTRUCTION

ABSTRACT - THIS STUDY GUIDE IS FOR USE AS DIRECTED INDIVIDUAL STUDY BY HIGH SCHOOL, JUNIOR COLLEGE, OR VOCATIONAL SCHOOL DISTRIBUTIVE EDUCATION (DE) STUDENTS WHO HAVE CAREER OBJECTIVES IN THIS AREA OF FLORISTRY. IT WAS DEVELOPED BY A DE TEACHER-COORDINATOR WITH SPECIALIZED EXPERIENCE IN FLORISTRY MERCHANDISING. IT CONTAINS AN ASSIGNMENT SECTION OF 43 LESSONS AND AN INFORMATION SECTION TO BE USED FOR REFERENCE IN COMPLETING ASSIGNMENTS. SOME OF THE LESSON TOPICS ARE (1) FLORISTRY AS A CAREER, (2) BUYING FLOWERS FOR RESALE, (3) SELLING IN THE FLOWER SHOP, (4) ANSWERING THE TELEPHONE AND GETTING THE ORDER CORRECT, (5) MAKING THE DELIVERY, (6) WIRE ORGANIZATIONS, (7) PREPARATION TO CUT FLOWERS, (8) CARE OF POT PLANTS, (9) FORM, (10) BALANCE AND SCALE, AND (11) WIRING FLOWERS. AN ANSWER BOOK (VT 000 187) IS ALSO AVAILABLE FOR $2.50 FROM THE SAME SOURCE. (MM)

VT 000 188
VAN LIEW, MARY
LET'S SELL READY TO WEAR.

TEXAS UNIV., AUSTIN. INDUSTRIAL AND BUSINESS TRAINING
TEXAS EDUCATION AGENCY, AUSTIN. DISTRIBUTIVE EDUCATION SERVICE
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($3.50).
PUB DATE - AUG65 186P.

DESCRIPTORS - *TEXTBOOKS; *STUDY GUIDES; *DISTRIBUTIVE EDUCATION; *CLOTHING; FEMALES; *MERCHANDISING; HIGH SCHOOLS; POST SECONDARY EDUCATION; INDIVIDUAL INSTRUCTION

ABSTRACT - THE PURPOSE OF THIS MANUAL IS TO PROVIDE INFORMATION AND DIRECTED INDIVIDUAL INSTRUCTION FOR HIGH SCHOOL, JUNIOR COLLEGE, AND AREA VOCATIONAL SCHOOL DISTRIBUTIVE EDUCATION (DE) STUDENTS WHO HAVE CAREER OBJECTIVES IN THE AREA OF READY-TO-WEAR MERCHANDISING. EMPHASIS HAS BEEN PLACED ON THE DEPARTMENTS OF SPORTSWEAR, LOWER-PRICED DRESSES, AND OTHER AREAS WHICH PROVIDE MUCH OF THE TRAINING FOR BEGINNING WORKERS. THE MATERIALS WERE DEVELOPED BY A DE TEACHER-COORDINATOR WITH EXPERIENCE IN THE MERCHANDISING AREA. INCLUDED IS AN ASSIGNMENT SECTION OF 74 LESSONS AND AN INFORMATION SECTION. OTHER NECESSARY INFORMATION IS CONTAINED IN "FIFTY-FOUR BASIC LESSONS IN FABRICS (VT 001 095). SUBJECT MATTER HEADINGS ARE STOCKKEEPING, SELLING TECHNIQUES, MERCHANDISE INFORMATION, AND FABRICS. EACH ASSIGNMENT CONTAINS SUBJECT TITLE, REFERENCE TO INFORMATION SECTIONS, QUESTIONS, AND PROJECTS. PHOTOGRAPHS AND LINE-DRAWING ILLUSTRATIONS ARE INCLUDED. AN ANSWER BOOK (VT 000 162) IS ALSO AVAILABLE FOR $2.50 FROM THE SAME SOURCE. (MM)

VT 000 208
SERVICE STATION TRAINING KIT.

TEXAS UNIV., AUSTIN. INSTRUCTIONAL MATERIALS LABORATORY
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 (KIT AVAILABLE FOR $19.95).
PUB DATE - APR66 1,184P.

DESCRIPTORS - TEXTBOOKS; *STUDY GUIDES; ANSWER KEYS; *REFERENCE MATERIALS; *DISTRIBUTIVE EDUCATION; *SERVICE STATION ATTENDANTS; *MOTOR VEHICLES; SERVICE STATIONS; HIGH SCHOOLS; POST SECONDARY EDUCATION; INDIVIDUAL INSTRUCTION; ADULT VOCATIONAL EDUCATION

ABSTRACT - THIS KIT, CONSISTING OF FIVE ASSIGNMENT MANUALS AND 13 REFERENCE BOOKLETS FOR STUDENTS AND A TEACHER'S ANSWER BOOK, IS FOR USE IN TRAINING THE DISTRIBUTIVE EDUCATION (DE) STUDENT FOR A CAREER IN THE FIELD OF PETROLEUM MARKETING, SPECIFICALLY IN THE SERVICE STATION. THE ASSIGNMENT MANUALS ARE (1) AN INTRODUCTION TO THE SERVICE STATION, (2) OPERATION AND MAINTENANCE OF THE SERVICE STATION, (3) SERVICES PERFORMED IN THE SERVICE STATION, (4) PRINCIPAL PRODUCTS SOLD IN THE SERVICE STATION, AND (5) SELLING IN THE SERVICE STATION. ASSIGNMENTS IN EACH MANUAL CONSIST OF INFORMATION OR REFERENCE TO OTHER SOURCE AND/OR QUESTIONS AND PROJECTS. THE ASSIGNMENT MANUALS AND ANSWER BOOK WERE DEVELOPED AT THE STATE LEVEL BY MATERIALS SPECIALISTS. THE REFERENCE BOOKLETS, FROM PRIVATE INDUSTRY, ARE (1) SERVICE STATION SAFETY, (2) KNOW YOUR MOTOR OIL, (3) HOW TO SELL MOTOR OIL, (4) BATTERY SERVICE MANUAL, (5) CHAMPION SPARK PLUG AUTOMOTIVE SERVICE

MANUAL, (6) REGULATION AND CHARGING CIRCUIT, (7) THE IGNITION CIRCUIT, (8) THE CRANKING CIRCUIT, (9) WHICH WAY AM I GOING, (10) HOW THE WHEELS REVOLVE, (11) OPTICS AND WHEELS, (12) FACTS ABOUT PUROLATOR OIL, AIR, AND GAS FILTERS, AND (13) A GUEST IN THE HOUSE. (MM)

VT 000 209
STOCKING, MARKING, AND DISPLAYING FOR FOOD STORES.

TEXAS UNIV., AUSTIN. INSTRUCTIONAL MATERIALS LAB.
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($12.50 FOR KIT).
PUB DATE - JAN65 361P.

DESCRIPTORS - STUDY GUIDES; *RESOURCE UNITS; *DISTRIBUTIVE EDUCATION; *FOOD STORES; DISPLAY PANELS; SECONDARY GRADES; POST SECONDARY GRADES; *MERCHANDISING; *RETAILING; STUDENT PROJECTS; ANSWER KEYS
IDENTIFIERS - *RETAIL DISPLAYS

ABSTRACT - THIS KIT FOR TEACHER AND STUDENT USE IN A DISTRIBUTIVE EDUCATION HIGH SCHOOL OR JUNIOR COLLEGE COOPERATIVE PROGRAM WAS DEVELOPED BY A HIGH SCHOOL COORDINATOR. IT IS INTENDED TO ASSIST THE STUDENT TO LEARN TO DISPLAY MERCHANDISE EFFECTIVELY AND TO VIEW SUPERMARKET SHELVES AND DISPLAYS AS PROFIT-PRODUCERS. THE STUDENT STUDY GUIDE AND ANSWER BOOK ARE SUPPLEMENTED BY "DISPLAY IDEAS FOR SUPER MARKETS" (PROGRESSIVE GROCER MAGAZINE, 1958). ASSIGNMENT TOPICS INCLUDE: (1) EFFECTIVE ARRANGEMENTS IN FOOD STORES, (2) EASIER SHOPPING INCREASES SALES, (3) RESEARCH THE LOCATIONS ON DISPLAYS IN FOOD STORES, (4) DISPLAYING MERCHANDISE IN THE DAIRY DEPARTMENT, (5) BUILD SPECIAL DISPLAYS AND BUILD PROFITS, (6) PROBLEMS AND ADVANTAGES OF END DISPLAYS, (7) FULL STOCKS EQUAL HIGHER SALES, (8) PRICING THE WAY TO HIGHER SALES, (9) MAKING THE NONFOODS DEPARTMENT PROFITABLE, (10) DISPLAY IN THE HEALTH AND BEAUTY AIDS DEPARTMENT, (11) A SHORT COURSE IN DISPLAY, (12) RULES OF MANAGEMENT THAT LEAD TO SUCCESS, (13) PROPER HANDLING OF MERCHANDISE SAVES TIME AND MONEY, (14) INVENTORY CONTROL--FACT OR FANTASY, (15) BASIC IDEAS FOR PRODUCTION DISPLAYS, (16) FOOD STORE PRICE MARKING METHODS, AND (17) BUILD DISPLAYS TO BUILD SALES. THE KIT WAS DESIGNED TO SERVE AS A COMPLETE INSTRUCTIONAL PACKAGE WITHOUT ADDITIONAL REFERENCES. (JK)

VT 000 210
MODERN SUPERMARKET OPERATION.

TEXAS UNIV., AUSTIN. INSTRUCTIONAL MATERIALS LAB.
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($12.50 FOR THE KIT).
PUB DATE - JUN65 298P.

DESCRIPTORS - STUDY GUIDES; *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; *FOOD STORES; *MERCHANDISING; STUDENT PROJECTS; SECONDARY GRADES; POST SECONDARY GRADES; MANAGEMENT; RETAILING; ANSWER KEYS; SUPPLEMENTARY TEXTBOOKS; *RESOURCE UNITS

ABSTRACT - THIS KIT FOR TEACHER AND STUDENT USE IN A DISTRIBUTIVE EDUCATION HIGH SCHOOL OR JUNIOR COLLEGE COOPERATIVE PROGRAM WAS DEVELOPED BY A SUBJECT MATTER SPECIALIST. IT IS INTENDED TO ASSIST THE STUDENT TO GAIN AN UNDERSTANDING OF THE PRINCIPLES OF SUPERMARKET OPERATION INCLUDING A KNOWLEDGE OF THE PROCESSES AND IMPORTANCE OF FOOD STORE HOUSEKEEPING. A STUDENT STUDY MANUAL ON SUPERMARKET OPERATION, A STUDENT STUDY MANUAL ON FOOD STORE HOUSEKEEPING, AND AN ANSWER BOOK COVERING BOTH THE MANUALS ARE SUPPLEMENTED BY "HOW TO KEEP CUSTOMERS BUYING IN A SELF-SERVICE STORE" (THE NATIONAL CASH REGISTER COMPANY, 1961), "THE LABEL TELLS THE STORY" (GROCERY MANUFACTURERS OF AMERICA, INCORPORATED, 1964), AND "MODERN SUPERMARKET OPERATION, CHAPTERS 1-21," BY EDWARD A. BRAND (BOOK DIVISION, FAIRCHILD PUBLICATIONS, INCORPORATED, 1963). SOME ASSIGNMENT TOPICS ON SUPERMARKET OPERATION ARE: (1) CUSTOMER SERVICES, (2) STORE ORGANIZATION, (3) THE MANAGER, (4) MERCHANDISING, (5) GROCERY DEPARTMENT, (6) ARITHMETIC FOR GROCERY CHECKERS, (7) MEAT--ITS PLACE IN THE FOOD STORE, (8) PRODUCE PLANNING, (9) DAIRY DEPARTMENT, (10) PROMOTIONS, (11) ORDERING, AND (12) STOCKING. ASSIGNMENTS ON HOUSEKEEPING ARE ORGANIZED UNDER SECTIONS ON GENERAL FOOD STORE HOUSEKEEPING AND INTERIOR HOUSEKEEPING. THE KIT WAS DESIGNED TO BE A COMPLETE INSTRUCTIONAL PACKAGE NEEDING NO ADDITIONAL REFERENCES. (JK)

VT 000 211
HOME FURNISHINGS SALES TRAINING KIT.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($19.95).
PUB DATE - SEP66 1,754P.

DESCRIPTORS - *HOME FURNISHINGS; SALESMANSHIP; *DISTRIBUTIVE EDUCATION; *STUDY GUIDES; ANSWER KEYS; SENIOR HIGH SCHOOLS; POSTSECONDARY EDUCATION; *SALES OCCUPATIONS; *REFERENCE MATERIALS; BIBLIOGRAPHIES; TEACHERS GUIDES

ABSTRACT - THIS KIT, CONSISTING OF TRAINING MANUALS, AN INSTRUCTOR'S HANDBOOK, AND REFERENCE MATERIALS, IS DESIGNED TO TEACH PROSPECTIVE AND PRESENT HOME FURNISHING SALES PEOPLE HOW TO SELL EFFECTIVELY. ALTHOUGH PLANNED FOR USE WITH DISTRIBUTIVE EDUCATION STUDENTS IN HIGH SCHOOLS AND JUNIOR COLLEGES, IT IS ALSO USEFUL FOR EXPERIENCED SALES PEOPLE. SOME OF THE MATERIALS WERE DEVELOPED BY WRITERS AFTER STUDY AND RESEARCH, BUT MUCH WAS COMPILED FROM REFERENCES FURNISHED BY MANUFACTURERS AND THEIR SUPPLIERS, RETAILERS, TRADE ASSOCIATIONS AND PUBLISHERS. THERE ARE SEVEN MANUALS--THE FURNITURE STORE OF TODAY, DESIGNS FOR SITTING, TABLES AND STORAGE UNITS, SLEEP EQUIPMENT, LAMPS AND ACCESSORIES, DECOR, AND SELLING HOME FURNISHINGS. THE INSTRUCTOR'S HANDBOOK INCLUDES ANSWERS TO ALL ASSIGNMENTS IN THE

MANUALS. THE REFERENCE MATERIALS CONSIST OF TEN PUBLICATIONS FROM PRIVATE INDUSTRY--SEWING FURNITURE FACTS, THE SEWING DECORULE, HOW TO DECORATE AND LIGHT YOUR HOME, SPINNING THE COLOR WHEEL, HOW TO COLOR PLAN YOUR HOME, HOW TO WORK WITH AIRFOAM SUPER CUSHIONING, THE KROEHLER REPORT, FINE HARDWOODS SELECTORAMA, LAMPSHADE HIGHLIGHTS, 10 COPIES OF THE HOME FURNISHINGS TEMPLATE DRAWN TO SCALE, AND A BIBLIOGRAPHY FOR HOME FURNISHINGS. (SL)

VT 000 212
BRONSTAD, HOMER
LUMBER AND BUILDING MATERIALS. PART ONE.

TEXAS UNIV., AUSTIN. INDUSTRIAL AND BUSINESS TRAINING
TEXAS EDUCATION AGENCY, AUSTIN. DISTRIBUTIVE EDUCATION SERVICE
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 (THREE MANUALS AVAILABLE FOR $8.75).
PUB DATE - APR65 127P.

DESCRIPTORS - *TEXTBOOKS; REFERENCE MATERIALS; *DISTRIBUTIVE EDUCATION; *BUILDING MATERIALS; *MERCHANDISING; HIGH SCHOOLS; POST SECONDARY EDUCATION; INDIVIDUAL INSTRUCTION

ABSTRACT - THIS MANUAL CONTAINS INFORMATION TO BE USED IN DIRECTED INDIVIDUAL INSTRUCTION BY HIGH SCHOOL, JUNIOR COLLEGE, AND AREA VOCATIONAL SCHOOL DISTRIBUTIVE EDUCATION (DE) STUDENTS WITH CAREER OBJECTIVES IN THE AREA OF LUMBER AND BUILDING MATERIALS MERCHANDISING. IT WAS DEVELOPED BY A DE COORDINATOR WITH EXPERIENCE IN THIS AREA OF MERCHANDISING. SECTION TITLES ARE (1) THE LUMBER AND BUILDING INDUSTRY, (2) LUMBER, (3) PLYWOOD, (4) BLUEPRINTS, (5) DICTIONARY OF TERMS, AND (6) LUMBER ABBREVIATIONS. THE INFORMATION IS FOR USE WITH ASSIGNMENTS IN "LUMBER AND BUILDING" ASSIGNMENTS (VT 000 214). "LUMBER AND BUILDING" PART TWO (VT 000 213) IS A RELATED DOCUMENT. THE THREE MANUALS ARE AVAILABLE FOR $8.75 FROM INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712. (MM)

VT 000 213
BRONSTAD, HOMER
LUMBER AND BUILDING MATERIALS. PART TWO.

TEXAS UNIV., AUSTIN. INDUSTRIAL AND BUSINESS TRAINING
TEXAS EDUCATION AGENCY, AUSTIN. DISTRIBUTIVE EDUCATION SERVICE
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 (THREE MANUALS AVAILABLE FOR $8.75).
PUB DATE - APR65 138P.

DESCRIPTORS - *TEXTBOOKS; REFERENCE MATERIALS; *DISTRIBUTIVE EDUCATION; HIGH SCHOOLS; POST SECONDARY EDUCATION; *BUILDING MATERIALS; *MERCHANDISING; *INDIVIDUAL INSTRUCTION

ABSTRACT - THIS MANUAL CONTAINS INFORMATION TO BE USED IN DIRECTED INDIVIDUAL INSTRUCTION BY HIGH SCHOOL, JUNIOR COLLEGE, OR AREA VOCATIONAL SCHOOL DISTRIBUTIVE EDUCATION (DE) STUDENTS WITH CAREER OBJECTIVES IN THE AREA OF LUMBER AND BUILDING MATERIALS MERCHANDISING. IT WAS DEVELOPED BY A DE COORDINATOR WITH EXPERIENCE IN THIS AREA OF MERCHANDISING. SECTION TITLES ARE (1) METAL BUILDING MATERIALS, (2) WINDOWS, DOORS, AND MILLWORK, (3) HARDWARE AND RELATED ITEMS, (4) GLASS, PLASTIC GLAZING AND CAULKING, (5) BOARD PRODUCTS AND WALL TILE, (6) FLOORING AND FLOOR COVERINGS, (7) ROOFING, SHINGLES, AND SIDING, (8) INSULATION, (9) PLASTER AND PLASTERING PRODUCTS, (10) CEMENT AND MASONRY PRODUCTS, (11) CLAY AND TILE PRODUCTS, (12) SELLING BUILDING MATERIALS, AND (13) MERCHANDISING. THE INFORMATION IS FOR USE WITH ASSIGNMENTS IN "LUMBER AND BUILDING," ASSIGNMENTS (VT 000 214). "LUMBER AND BUILDING" PART ONE (VT 000 212) IS A RELATED DOCUMENT. THE THREE MANUALS ARE AVAILABLE FOR $8.75 FROM INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712. (MM)

VT 000 214
LUMBER AND BUILDING MATERIALS. ASSIGNMENTS.

TEXAS UNIV., AUSTIN. INDUSTRIAL AND BUSINESS TRAINING
TEXAS EDUCATION AGENCY, AUSTIN. DISTRIBUTIVE EDUCATION SERVICE
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 (THREE MANUALS AVAILABLE FOR $8.75).
PUB DATE - APR65 77P.

DESCRIPTORS - *STUDY GUIDES; *DISTRIBUTIVE EDUCATION; *BUILDING MATERIALS; *MERCHANDISING; HIGH SCHOOLS; POST SECONDARY EDUCATION; *INDIVIDUAL INSTRUCTION

ABSTRACT - THIS MANUAL WAS DESIGNED FOR DIRECTED INDIVIDUAL INSTRUCTION BY HIGH SCHOOL, JUNIOR COLLEGE, OR AREA VOCATIONAL SCHOOL DISTRIBUTIVE EDUCATION STUDENTS WITH CAREER OBJECTIVES IN THE AREA OF LUMBER AND BUILDING MATERIALS MERCHANDISING. IT WAS DEVELOPED BY A DISTRIBUTIVE EDUCATION COORDINATOR WITH EXPERIENCE IN THIS AREA OF MERCHANDISING. IT CONSISTS OF 71 ASSIGNMENTS FOR USE WITH TWO INFORMATION MANUALS (VT 000 212-VT 000 213). EACH ASSIGNMENT CONTAINS SUBJECT TITLE, REFERENCE TO SPECIFIC PAGES IN THE INFORMATION MANUALS, QUESTIONS, AND PROJECTS. SUBJECT MATTER AREAS INCLUDE (1) PROPERTIES OF WOODS, (2) CLASSIFICATION OF LUMBER, (3) LUMBER MEASUREMENT, (4) LUMBER ARITHMETIC, (5) ESTIMATING LUMBER REQUIREMENTS, (6) PLYWOOD, (7) BLUEPRINT READING, (8) SHEET METAL, (9) HARDWARE, (10) FLOORING, (11) INSULATION, (12) SELLING TECHNIQUES, AND (13) MERCHANDISING. THIS AND THE TWO INFORMATION MANUALS ARE AVAILABLE FOR $8.75 FROM INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE

UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712. (MM)

VT 000 215
PRODUCE--CARE, PREPARATION AND MERCHANDISING.

TEXAS UNIV., AUSTIN. INSTRUCTIONAL MATERIALS LAB.
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($12.50 FOR THE KIT).
PUB DATE - MAR65 445P.

DESCRIPTORS - *RESOURCE UNITS; STUDY GUIDES; *DISTRIBUTIVE EDUCATION; *FOOD STORES; SECONDARY GRADES; POST SECONDARY GRADES; *RETAILING; STUDENT PROJECTS; ANSWER KEYS
IDENTIFIERS - *PRODUCE (FOOD PRODUCTS)

ABSTRACT - THIS KIT FOR TEACHER AND STUDENT USE IN A DISTRIBUTIVE EDUCATION HIGH SCHOOL OR JUNIOR COLLEGE COOPERATIVE PROGRAM WAS DEVELOPED BY A SUBJECT MATTER SPECIALIST. IT IS INTENDED TO ASSIST THE STUDENT IN LEARNING TO OPERATE A PRODUCE DEPARTMENT. THE STUDENT STUDY MANUAL AND ANSWER BOOK PUBLISHED BY THE INSTRUCTIONAL MATERIALS LABORATORY ARE SUPPLEMENTED BY "THE BLUE GOOSE BUYING GUIDE" (BLUE GOOSE, INCORPORATED, 1961), "RETAIL MERCHANDISING MANUAL" (UNITED FRESH FRUIT AND VEGETABLE ASSOCIATION), AND "RETAIL CARE OF BOXED BANANAS" (UNITED FRUIT COMPANY, 1961). THE 41 ASSIGNMENTS ARE ORGANIZED UNDER FIVE UNITS: (1) INTRODUCTION, (2) THE HANDLING AND PREPARATION OF ALL VEGETABLES, (3) THE HANDLING AND PREPARATION OF ALL FRUIT, (4) THE HANDLING AND CARE OF NUTS, AND (5) PRODUCE MERCHANDISING. THE KIT WAS DESIGNED TO SERVE AS A COMPLETE INSTRUCTIONAL PACKAGE WITHOUT ADDITIONAL REFERENCES. (JK)

VT 000 216
AUTO PARTS COUNTERMAN.

TEXAS UNIV., AUSTIN. INSTRUCTIONAL MATERIALS LABORATORY
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($12.50).
PUB DATE - JUN65 406P.

DESCRIPTORS - *SECONDARY EDUCATION; *DISTRIBUTIVE EDUCATION; *AUTOMOTIVE PARTSMEN; *STUDY GUIDES; REFERENCE BOOKS; ANSWER KEYS; MOTOR VEHICLES; OCCUPATIONAL INFORMATION; WHOLESALING; TEXTBOOKS

ABSTRACT - THIS KIT, CONSISTING OF REFERENCE MATERIALS, AN ASSIGNMENT BOOK, AND AN ANSWER BOOK, IS DESIGNED FOR PREPARING DISTRIBUTIVE EDUCATION STUDENTS FOR POSITIONS AS AUTO PARTS COUNTERMEN IN THE AUTOMOTIVE SERVICE INDUSTRY. THE ASSIGNMENT MANUAL CONTAINS 36 ASSIGNMENTS RANGING FROM HOW THE AUTO PARTS INDUSTRY BEGAN TO DELIVERY DUTIES. EACH LESSON CONTAINS A READING ASSIGNMENT IN ONE OF THE ACCOMPANYING REFERENCE BOOKLETS, QUESTIONS, AND PROJECTS. THERE ARE THREE REFERENCE BOOKLETS--AUTOMOTIVE WHOLESALER, COUNTERMAN'S HANDBOOK, PUBLISHED BY THE AUTOMOTIVE SERVICE INDUSTRY ASSOCIATION, A WORKER'S INTRODUCTION TO WHOLESALING IN THE AUTOMOTIVE INDUSTRY, BY WILLIAM J. MICHAELS, AND BUILDING AN ORGANIZATION, BY WILLIAM J. MICHAELS. (SL)

VT 000 423
INDIVIDUAL INSTRUCTION MATERIALS, DISTRIBUTIVE EDUCATION.

IOWA STATE DEPT. OF PUBLIC INSTRUCTION, DES MOINES. DIV. OF VOCATIONAL EDUCATION
PUB DATE - DEC65 30P.

DESCRIPTORS - *BIBLIOGRAPHIES; *INSTRUCTIONAL MATERIALS; *DISTRIBUTIVE EDUCATION; PUBLICATIONS; INDIVIDUAL INSTRUCTION

ABSTRACT - THIS BIBLIOGRAPHY HAS BEEN PREPARED TO ASSIST DISTRIBUTIVE EDUCATION COORDINATORS IN OBTAINING INDIVIDUAL INSTRUCTION MATERIALS. ENTRIES ARE GROUPED UNDER 60 ALPHABETICALLY ARRANGED SUBJECT AREAS, WITH EACH ENTRY INCLUDING THE TITLE OF THE INSTRUCTIONAL MATERIAL AND ITS SOURCE OF AVAILABILITY. A LISTING OF NATIONAL TRADE AND NON-PROFIT ORGANIZATIONS IS ALSO PROVIDED. (AW)

VT 000 437
CHAPMAN, ELWOOD N.
YOUR ATTITUDE IS SHOWING.

SCIENCE RESEARCH ASSOCIATES, INC., CHICAGO, ILL.
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712($5.65).
PUB DATE - 64 160P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *HUMAN RELATIONS; *TEXTBOOKS; ATTITUDES; *EMPLOYEES; JOB TRAINING; ORIENTATION MATERIALS

ABSTRACT - EACH EMPLOYEE HAS A POTENTIAL AND A RESPONSIBILITY FOR POSITIVE HUMAN RELATIONS. THE PURPOSE OF THE BOOK IS TO PROVIDE THE EMPLOYEE IN A NONSUPERVISORY POSITION WITH A KNOWLEDGE OF HUMAN RELATIONS WHICH WILL HELP HIM. THIS KNOWLEDGE INCLUDES A HUMAN RELATIONS PHILOSOPHY, A THEORY TO UNDERSTAND, PRINCIPLES TO FOLLOW, AND TECHNIQUES TO APPLY IN ORDER TO AVOID MANY HUMAN RELATIONS TRAPS AND ENTANGLEMENTS. THE BOOK CONTAINS 20 CHAPTERS WITH A RANGE OF TOPICS FROM YOU CAN'T ESCAPE HUMAN RELATIONS TO WHEN OTHER PASTURES LOOK GREENER. TWENTY CASE PROBLEMS ARE INCLUDED. THIS DOCUMENT, A SEPARATE STUDENT GUIDE, AND ANSWER BOOKLET ARE AVAILABLE. SCIENCE RESEARCH ASSOCIATES, INC. HAS A LEADER'S GUIDE AND FILMSTRIP WITH RECORDS TO ACCOMPANY THE TEXTBOOK. (SL)

VT 000 507 ED 012 778
ERTEL, KENNETH A. ; SMITH, GARY R.
DISTRIBUTIVE EDUCATION LIBRARY LIST.

IDAHO STATE BOARD FOR VOCATIONAL EDUCATION, BOISE
CDTE-PROF-BULL-SER-5
PUB DATE - OCT64 42P.

DESCRIPTORS - *BIBLIOGRAPHIES; BOOKS; *DISTRIBUTIVE EDUCATION; *TEACHER EDUCATION
IDENTIFIERS - BOISE; COUNCIL FOR DISTRIBUTIVE TEACHER EDUCATION

ABSTRACT - THIS BIBLIOGRAPHY WAS DEVELOPED FOR THE USE OF INSTITUTIONS PREPARING TEACHER-COORDINATORS AND OTHERS WHO WILL TEACH DISTRIBUTIVE EDUCATION AT THE SECONDARY AND ADULT LEVELS. REFERENCES ARE LISTED ALPHABETICALLY BY AUTHOR OR TITLE UNDER THE FOLLOWING CATEGORIES--(1) DISTRIBUTIVE EDUCATION - PROFESSIONAL, (2) THE ADULT PROGRAM - PROFESSIONAL BOOKS, (3) U.S. OFFICE OF EDUCATION PUBLICATIONS, (4) VOCATIONAL EDUCATION - BASIC UNDERSTANDINGS, AND (5) DISTRIBUTION - TECHNICAL, WITH SUCH SUBHEADINGS AS ACCOUNTING, ECONOMIC, AND MANAGEMENT. ADDITIONAL SOURCES OF MATERIALS ARE LISTED. (SL)

VT 000 589
BEAUMONT, JOHN A.
TRAINING FOR STUDENTS IN THE FOOD INDUSTRY. (VOCATIONAL DIVISION BULLETIN, NO. 290, DISTRIBUTIVE EDUCATION SERIES, NO. 30, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C.).

OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C.
OE-82004
PUB DATE - 61 30P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *COOPERATIVE EDUCATION; *PROGRAM DEVELOPMENT; PROGRAM PLANNING; EMPLOYMENT OPPORTUNITIES; HIGH SCHOOLS; EMPLOYERS; *FOOD STORES; OCCUPATIONS

ABSTRACT - TWO MAJOR PROBLEM AREAS OF THE HIGH SCHOOL COOPERATIVE PROGRAM IN DISTRIBUTION, PLACEMENT OF STUDENTS AND THEIR ON-THE-JOB EXPERIENCES, ARE CONSIDERED IN THIS PUBLICATION RESULTING FROM A JOINT UNDERTAKING BY THE FOOD INDUSTRY AND THE DISTRIBUTIVE EDUCATION BRANCH. IT ILLUSTRATES HOW PERSONS ENGAGED IN THE FOOD INDUSTRY, THE EDUCATORS, AND THE CONSUMERS MAY WORK TOGETHER. THE FOOD INDUSTRY PROVIDES OPPORTUNITY IN MANY OCCUPATIONAL AREAS INCLUDING ACCOUNTING, ADVERTISING, BUYING, FINANCE, INDUSTRIAL RELATIONS, INSURANCE, MERCHANDISING, PERSONNEL, PUBLIC RELATIONS, REAL ESTATE, SALES PROMOTION, STORE OPERATIONS, TRANSPORTATION, AND WAREHOUSING. THIS PAMPHLET ANALYZES AN ARRANGEMENT BETWEEN THE HIGH SCHOOL COOPERATIVE PROGRAM AND A FOOD RETAILER. BESIDES CAREER OPPORTUNITIES, THE DISTRIBUTIVE EDUCATION PROGRAM, PLACEMENT OF STUDENTS, EXPERIENCES OF THE FOOD STORE TRAINEE, AND CLASSROOM INSTRUCTION INVOLVED ARE INCLUDED. SPECIAL RESPONSIBILITIES OF THE TEACHER COORDINATOR, THE STORE MANAGER, AND THE SPONSOR ARE EMPHASIZED. A JOB ORIENTATION PLAN AND A FLOW CHART SHOWING VARIOUS ON-THE-JOB EXPERIENCES AND PROCEDURES FOR THE TRAINING OF THE FOOD SERVICE TRAINEE ARE INCLUDED. SUCCESS OF THE FOOD DISTRIBUTION TRAINING WILL DEPEND PARTIALLY ON STUDENT PLACEMENT, THE KNOWLEDGE OF THE STUDENT AS TO OPPORTUNITIES AVAILABLE IN THIS FIELD, AND THE WILLINGNESS OF INDUSTRY TO PROVIDE ON-THE-JOB TRAINING. (MS)

VT 000 674 ED 013 303
BEAUMONT, JOHN A.
SEAFOOD MERCHANDISING, A GUIDE FOR TRAINING PROGRAMS.

OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C.
OE-82014
PUB DATE - 64 79P.

DESCRIPTORS - *CURRICULUM; CURRICULUM GUIDES; *DISTRIBUTIVE EDUCATION; *MERCHANDISING; *PROGRAM DEVELOPMENT; PROGRAM PLANNING; *SEAFOOD

ABSTRACT - GUIDELINES ARE SUGGESTED FOR THE PROMOTION AND ORGANIZATION OF TRAINING PROGRAMS THAT WILL AID IN THE ORDERLY DISTRIBUTION OF FISHERY PRODUCTS TO THE CONSUMER. THE MATERIAL WAS DEVELOPED AS A RESULT OF A RESEARCH PROJECT CONDUCTED BY THE EDUCATIONAL SERVICE BUREAU AND THE DISTRIBUTIVE EDUCATION SERVICE OF TEMPLE UNIVERSITY. CHAPTERS IN THE GUIDE ARE -- (1) THE SEAFOOD INDUSTRY AND ITS PROBLEMS, (2) ORGANIZING AND OPERATING A SEAFOOD MERCHANDISING PROGRAM WHICH INCLUDES PERSONNEL REQUIREMENTS, FINANCIAL ARRANGEMENTS, STUDENT CLASSIFICATION, AND TEACHING PROCEDURES, (3) CURRICULUMS FOR SEAFOOD MERCHANDISING TRAINING COURSES WHICH INCLUDES PROCEDURES FOR MANAGEMENT, SUPERVISORY, AND OPERATIONAL PERSONNEL, TECHNIQUES OF WHOLESALING, AND PRODUCTS INFORMATION FOR CONSUMER EDUCATORS AND MASS FEEDERS, AND (4) A SAMPLE SEAFOOD MERCHANDISING COURSE WHICH INCLUDES OUTLINES OF 11 TOPICS MOST LIKELY TO BE USED IN INSTRUCTION. THE APPENDIX INCLUDES SOURCES OF INSTRUCTIONAL MATERIALS, A LIST OF SEAFOOD MERCHANDISING CLINICS PREVIOUSLY CONDUCTED, ACTIVITIES OF THE BUREAU OF COMMERCIAL FISHERIES, FISHERY LEGISLATION RELATIVE TO RESEARCH AND TRAINING, AND REFERENCES ON SEAFOOD MERCHANDISING. THIS DOCUMENT IS AVAILABLE AS GPO NUMBER FS 5.282--82014 FOR 30 CENTS FROM SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C. 20402. (PS)

VT 000 909 ED 013 889
KNEELAND, NATALIE , AND OTHERS
DISTRIBUTIVE EDUCATION FOR ADULTS, GUIDE FOR PART-TIME INSTRUCTORS. DISTRIBUTIVE EDUCATION SERIES, NUMBER 21.

OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C.
OE-82003
PUB DATE - 60

DESCRIPTORS - *ADULT VOCATIONAL EDUCATION; *DISTRIBUTIVE EDUCATION; *PART TIME TEACHERS; *TEACHING GUIDES; TEACHING TECHNIQUES

ABSTRACT - MATERIAL IN THIS BULLETIN WAS COLLECTED FROM MANY STATES OPERATING SUCCESSFUL ADULT DISTRIBUTIVE EDUCATION PROGRAMS. IT WAS DEVELOPED BY A TRAINING CONSULTANT WITH THE ASSISTANCE OF PROGRAM SPECIALISTS FOR DISTRIBUTIVE EDUCATION IN THE U.S. OFFICE OF EDUCATION. SUGGESTIONS TO ASSIST THE PART-TIME INSTRUCTOR INCLUDE -- (1) LEARNING ABOUT THE JOB, CLASS MEMBERS, AND STEPS IN TEACHING, (2) PLANNING WHAT AND HOW TO TEACH, (3) SELECTING AND USING VISUAL

AIDS, (4) MAKING A TEACHING PLAN, (5) HOLDING THE FIRST CLASS MEETING, (6) QUESTIONING AND HANDLING CLASS RESPONSE, (7) HOLDING THE CLOSING MEETING, AND (8) EVALUATING TRAINING PERFORMANCE. THIS DOCUMENT IS AVAILABLE AS GPO NUMBER FS 5.282--82003 FOR 15 CENTS FROM SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C. 20402. (PS)

VT 001 037
CONOVER, HOBART F.
INTRODUCTION TO AUTOMATIC BUSINESS DATA PROCESSING: A SUPPLEMENT FOR TEACHERS OF DISTRIBUTION .

NEW YORK STATE EDUCATION DEPT., ALBANY. BUREAU OF SECONDARY CURRICULUM DEVELOPMENT. PUBLICATIONS DISTRIBUTION UNIT, STATE EDUCATION DEPARTMENT, ROOM 16S, EDUCATION BUILDING, ALBANY, NEW YORK 12224 ($.25).
PUB DATE - 65 53P.

DESCRIPTORS - *TEACHER GUIDES; *DISTRIBUTIVE EDUCATION; *RETAILING; *MERCHANDISING; *ELECTRONIC DATA PROCESSING; HIGH SCHOOLS

ABSTRACT - THIS TEACHING GUIDE IS FOR TEACHER USE IN LESSON PLANNING FOR DISTRIBUTIVE EDUCATION JUNIORS AND SENIORS IN DATA PROCESSING OF MERCHANDISING CONTROL. IT WAS DEVELOPED BY A COMMITTEE OF TEACHERS, TEACHER-EDUCATORS, AND COLLEGE DEPARTMENT HEADS. THE CONTENT OBJECTIVES ARE TO DEVELOP AN ACQUAINTANCESHIP LEVEL OF INTERPRETATION OF PUNCHED CARD TECHNOLOGY AND, BRIEFLY, OF THE COMPUTER PROCESSES. UNITS ARE: (1) PUNCH CARD FORMAT, (2) SORTING PUNCHED CARDS, (3) RECORDING ALPHABETIC INFORMATION, (4) TAKING PHYSICAL INVENTORY, (5) PREPUNCHED PRICE TICKETS, (6) PRICE TICKETS, (7) INTRODUCTION TO THE COMPUTER, (8) THE FLOW OR SYSTEMS CHART, AND (9) A COMPUTER SYSTEM FOR RETAIL STORES. THE CASE METHOD IS USED TO MOTIVATE STUDENT PARTICIPATION. SIMULATED OR ACTUAL PUNCHED CARDS ARE ILLUSTRATED FOR USE WITH THE LESSONS. A SUPPLEMENTARY RESOURCE MATERIALS LIST AND FILMS AND FILMSTRIPS LIST ARE ALSO INCLUDED. THE TEACHER SHOULD BE A REGULAR TEACHER OF DISTRIBUTION WITH SOME KNOWLEDGE OF AUTOMATIC BUSINESS DATA PROCESSING. STUDENTS SHOULD BE ENROLLED IN DISTRIBUTION CLASSES WITH AN OCCUPATIONAL GOAL IN THE FIELD OF RETAILING. (MM)

VT 001 091
LUTER, ROBERT R.
PERSONAL DEVELOPMENT FOR YOUNG MEN.

TEXAS UNIV., AUSTIN. INSTRUCTIONAL MATERIALS LABORATORY
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($4.00).
PUB DATE - FEB67 125P.

DESCRIPTORS - *MALES; *STUDY GUIDES; PERSONALITY; *HYGIENE; *INDIVIDUAL DEVELOPMENT; *DISTRIBUTIVE EDUCATION; HIGH SCHOOLS; POST SECONDARY EDUCATION

ABSTRACT - THE PRINCIPAL FACTORS OF PERSONAL DEVELOPMENT ARE COVERED IN THIS STUDY GUIDE WHICH AIMS TO HELP YOUNG MEN IN HIGH SCHOOL OR JUNIOR COLLEGE ACQUIRE A BUSINESS PERSONALITY NECESSARY FOR SUCCESS IN CAREERS IN DISTRIBUTION. IT WAS DEVELOPED BY A DISTRIBUTIVE EDUCATION SUBJECT MATTER SPECIALIST FAMILIAR WITH THE PROBLEMS ENCOUNTERED BY HIGH SCHOOL DISTRIBUTIVE EDUCATION STUDENTS PREPARING FOR EMPLOYMENT. TWENTY-SIX ASSIGNMENTS ARE IN THREE SECTIONS--DEVELOPING PERSONAL HEALTH, DEVELOPING PERSONAL APPEARANCE, AND DEVELOPING PERSONAL SKILLS AND BEHAVIOR. EXAMPLES OF ASSIGNMENTS ARE: (1) PHYSICAL FITNESS, (2) GOOD GROOMING, (3) PLANNING YOUR WARDROBE, (4) APPROPRIATE DRESS, (5) SPEECH AND GRAMMAR, AND (6) LOYALTY. ASSIGNMENTS CONTAIN INFORMATION, QUESTIONS, AND PROJECTS. A SEPARATE ANSWER BOOK (VT 002 366) IS AVAILABLE. (SL)

VT 001 095
CRAIG, JANE; SULLIVAN, JANIE
FIBERS AND FABRICS.

TEXAS UNIV., AUSTIN. INSTRUCTIONAL MATERIALS LABORATORY
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($5.50).
PUB DATE - JAN67 297P.

DESCRIPTORS - *STUDY GUIDES; *DISTRIBUTIVE EDUCATION; *TEXTILES; HIGH SCHOOLS; POST SECONDARY EDUCATION; *INDIVIDUAL INSTRUCTION

ABSTRACT - DESIGNED FOR STUDENT USE, THIS MANUAL PROVIDES DIRECTED INDIVIDUAL INSTRUCTION IN HIGH SCHOOL AND JUNIOR COLLEGE DISTRIBUTIVE EDUCATION PROGRAMS. IT INCLUDES SUBJECT MATTER CONTENT, WRITTEN BY A HOME ECONOMICS TEXTILE MAJOR, AND QUESTIONS AND PROJECTS IN THE FORM OF 51 ASSIGNMENTS, WRITTEN BY A DISTRIBUTIVE EDUCATION TEACHER-COORDINATOR. ASSIGNMENTS ARE DIVIDED INTO SECTIONS: (1) INTRODUCTION WHICH INCLUDES FEDERAL LAWS ON LABELING AND FLAMMABILITY, HELPFUL CARE INFORMATION, AND SALES TECHNIQUES, (2) FROM FIBER TO FINISHED PRODUCT--FORMATION OF FABRICS, (3) NATURAL FIBERS, AND (4) MAN-MADE FIBERS. A REFERENCE SECTION CONTAINS A SIMPLE BURNING TEST, A QUICK REFERENCE CHART, AND A GLOSSARY OF FABRIC NAMES. TIME ALLOTMENT WILL VARY WITH INDIVIDUAL STUDENTS WHO MAY BE EITHER SEX WITH OCCUPATIONAL INTEREST IN FABRICS DEPARTMENTS, FABRICS STORES, INTERIOR DESIGN, AND SOFT LINE MERCHANDISING. AN ANSWER BOOK (VT 002 391) IS AVAILABLE FROM THE SAME SOURCE FOR $3.00. (MM)

VT 001 167
RETAIL SELLING . A SUGGESTED OUTLINE FOR AN ADULT GROUP.BULL-92 (REVISED).

NEW YORK STATE EDUCATION DEPT., ALBANY. BUREAU OF BUSINESS AND DISTRIBUTIVE EDUCATION
PUB DATE - ND 21P.

DESCRIPTORS - *TEACHING GUIDES; *CURRICULUM GUIDES; *DISTRIBUTIVE EDUCATION; *RETAILING; *SALESMANSHIP; ADULT VOCATIONAL EDUCATION

ABSTRACT - THIS COURSE OUTLINE IS FOR

INSTRUCTOR USE IN PRESENTING A RETAIL SELLING COURSE FOR PERSONS EMPLOYED BY RETAIL STORES. IT IS DESIGNED TO BE TAUGHT BY A MEMBER OF THE LOCAL BUSINESS COMMUNITY AND CAN BE CONDUCTED IN EITHER A SCHOOL SETTING OR OTHER APPROPRIATE PLACE. IT WAS DEVELOPED BY A COMMITTEE OF EDUCATION SPECIALISTS AT THE STATE LEVEL. THE CONTENT CONSISTS OF OUTLINES FOR FOUR SESSIONS OF 2 HOURS EACH. THE SESSIONS ARE (1) SELECTING AND TRAINING SALESPEOPLE, (2) MEETING THE CUSTOMER AND PRESENTING THE MERCHANDISE, (3) OVERCOMING CUSTOMERS' OBJECTIONS AND SUGGESTION SELLING, (4) CLOSING THE SALE AND SUPERVISING SALESPEOPLE. TEACHING SUGGESTIONS AND A LIST OF BOOKS, BROCHURES, PAMPHLETS, AND FILMS ARE INCLUDED. (MM)

VT 001 227
DISTRIBUTION 1 AND 2 SYLLABUS .

NEW YORK STATE EDUCATION DEPT., ALBANY. BUREAU OF SECONDARY CURRICULUM DEVELOPMENT PUBLICATIONS DISTRIBUTION UNIT, STATE EDUCATION DEPARTMENT, ROOM 169, EDUCATION BUILDING, ALBANY, NEW YORK 12224 ($2.00).
PUB DATE - 65 165P.

DESCRIPTORS - *CURRICULUM GUIDES; *DISTRIBUTIVE EDUCATION; *TEACHING GUIDES; *MARKETING; *MERCHANDISING; GRADE 11; GRADE 12

ABSTRACT - THIS CURRICULUM GUIDE IS FOR TEACHER USE IN 2 YEARS OR 240 HOURS OF CLASSROOM INSTRUCTION IN THE HIGH SCHOOL DISTRIBUTIVE EDUCATION PROGRAM. IT WAS DEVELOPED BY A COMMITTEE OF TEACHERS AND BUSINESSMEN AT THE STATE LEVEL AND REVISED BY SUBJECT MATTER SPECIALISTS. THE OBJECTIVES OF EDUCATION FOR DISTRIBUTION ARE TO (1) OFFER INSTRUCTION IN DISTRIBUTION, MARKETING, AND MANAGEMENT, (2) AID IN IMPROVING THE TECHNIQUES OF DISTRIBUTION, AND (3) DEVELOP AN UNDERSTANDING OF SOCIAL AND ECONOMIC RESPONSIBILITIES OF THOSE ENGAGED IN DISTRIBUTION. THE 13 UNIT OUTLINES FOR DISTRIBUTION 1 INCLUDE (1) MARKETING FUNCTIONS AND CHANNELS, (2) CONSUMER MOTIVATION AND BEHAVIOR, (3) TECHNIQUES OF SELLING, (4) COLOR, LINE, AND DESIGN, (5) FASHION--ITS RELATION TO RETAILING, AND (6) VISUAL MERCHANDISING PRINCIPLES. THE 12 UNIT OUTLINES FOR DISTRIBUTION 2 INCLUDE (1) LEADERSHIP DEVELOPMENT--THE DISTRIBUTION EDUCATION CLUB PROGRAM, (2) ECONOMICS OF DISTRIBUTION, (3) STORE ORGANIZATION, (4) PERSONNEL MANAGEMENT, (5) MERCHANDISING, (6) BUSINESS ETHICS AND LAW IN RETAILING, AND (7) PROFESSIONAL IMPROVEMENT AND OPPORTUNITIES. EACH UNIT CORRELATES CONTENT AND TEACHING SUGGESTIONS IN TWO-COLUMN FORM. A BIBLIOGRAPHY OF BOOKS, BROCHURES, AND FILMS RELATED TO EACH OUTLINE IS INCLUDED. THE TEACHER SHOULD BE A QUALIFIED DISTRIBUTIVE EDUCATION INSTRUCTOR, AND THE STUDENTS SHOULD BE JUNIORS OR SENIORS WITH BASIC COMMUNICATION AND ARITHMETIC SKILLS AND DESIRABLE PERSONALITY TRAITS. (MM)

VT 001 228
HANDBOOK FOR TEACHERS OF SALESMANSHIP .

NEW YORK STATE EDUCATION DEPT., ALBANY. BUREAU OF SECONDARY CURRICULUM DEVELOPMENT PUBLICATIONS DISTRIBUTION UNIT, STATE EDUCATION DEPARTMENT, ROOM 169, EDUCATION BUILDING, ALBANY, NEW YORK 12224 ($0.75).
PUB DATE - 66 48P.

DESCRIPTORS - *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; *SALESMANSHIP; HIGH SCHOOLS

ABSTRACT - INDIVIDUALS RESPONSIBLE FOR PREPARING A COURSE OF STUDY AND TEACHERS CONDUCTING A COURSE IN SALESMANSHIP FOR HIGH SCHOOL STUDENTS IN DISTRIBUTION MAY USE THIS GUIDE. IT WAS DEVELOPED BY A COMMITTEE OF SECONDARY AND COLLEGE TEACHERS AT THE STATE LEVEL. THE CONTENT OBJECTIVES ARE TO DEVELOP SKILLS AND UNDERSTANDING IN THE BROAD AREAS OF SELLING AND CAREER OPPORTUNITIES, QUALIFICATIONS OF SALES PERSONNEL, BASIC SELLING TECHNIQUES, AND RELATED SELLING ACTIVITIES. THE MAJOR SECTIONS ARE: (1) INTRODUCTION WHICH INCLUDES COURSE OBJECTIVES AND TEACHER AND STUDENT QUALIFICATIONS, (2) TEACHING METHODS WHICH INCLUDES TEACHER DEMONSTRATIONS, ROLE-PLAYING, DRAMATIZING, CASE PROBLEMS, AUDIOVISUAL MATERIALS, AND GUEST SPEAKERS, (3) FACTORS RELATING TO THE EFFECTIVENESS OF THE SALESMANSHIP CLASS, (4) SUGGESTED CONTENT AND PROJECTS WHICH INCLUDES THE FIELD OF SELLING, TYPES OF SELLING JOBS, QUALIFICATIONS FOR SELLING, BASIC SALES TECHNIQUES, ADVERTISING, AND SALES PROMOTION AND PUBLIC RELATIONS, (5) SUGGESTIONS FOR THE SALESMANSHIP LIBRARY, AND (6) INSTRUCTIONAL AIDS. THE TEACHER SHOULD BE A CERTIFIED BUSINESS TEACHER WITH EXPERIENCE IN SELLING. THE TIME ALLOTMENT FOR THE COURSE IS 60 HOURS. (MM)

VT 001 273 ED 018 562
A FIRST LOOK AT DISTRIBUTION .

WASHINGTON STATE BOARD FOR VOCATIONAL EDUCATION, OLYMPIA
PUB DATE - AUG66 282P.

DESCRIPTORS - *CURRICULUM GUIDES; *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; MARKETING; GRADE 11; GRADE 12

ABSTRACT - THIS CURRICULUM OUTLINE IS FOR TEACHER USE IN ORGANIZING A TWO-SEMESTER BASIC COURSE IN DISTRIBUTION FOR GRADES 11 AND 12 IN LARGE SCHOOL DISTRICTS TO COMPLEMENT EXISTING COOPERATIVE PROGRAMS AND IN SMALL DISTRICTS WHERE COOPERATIVE PROGRAMS ARE NOT FEASIBLE. IT WAS DEVELOPED BY A COMMITTEE OF DISTRIBUTIVE EDUCATION COORDINATORS AT THE HIGH SCHOOL, POST-HIGH SCHOOL, AND SUPERVISORY LEVELS FOR PREPARING THE STUDENT FOR HIS INITIAL JOB IN THE FIELD OF DISTRIBUTION BY FAMILIARIZING HIM WITH THE AVAILABILITY OF CAREERS AND DEVELOPING INTEREST IN THEM, AND BY DEVELOPING SKILLS, KNOWLEDGE, ATTITUDES, AND HABITS NECESSARY FOR SUCCESS IN DISTRIBUTIVE EMPLOYMENT. GENERAL OBJECTIVES , TEACHER AND STUDENT CHARACTERISTICS, AND ADMINISTRATIVE CONSIDERATIONS ARE DISCUSSED. CONTENT OUTLINES FOR 24 UNITS ARE ORGANIZED INTO SECTIONS TITLED--(1) ORIENTATION TO DISTRIBUTIVE EDUCATION AND THE FIELD OF DISTRIBUTION, (2) DISCOVERING AND DEVELOPING

PERSONAL RESOURCES--PLANNING FOR AN OCCUPATIONAL OBJECTIVE, (3) SELECT A TARGET, (4) SPECIAL SKILLS AND KNOWLEDGE FOR IMMEDIATE USE, AND (5) SECURING AND KEEPING EMPLOYMENT. EACH UNIT CONTAINS OBJECTIVES, CONTENT, DEVELOPMENT PROCEDURES, AND A BIBLIOGRAPHY. A MANUAL FOR USE WITH THIS OUTLINE, "PARTICIPATION EXPERIENCES, A HANDBOOK FOR PROJECT TEACHING" (VT 004 599) IS ALSO AVAILABLE. (MM)

VT 001 322
LEVENDOWSKI, J.C.
SELECTED METHODS OF INSTRUCTION IN DISTRIBUTIVE EDUCATION.

CALIFORNIA STATE DEPT. OF EDUCATION, SACRAMENTO. BUREAU OF BUSINESS EDUCATION
PUB DATE - 63 21P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; BULLETIN BOARDS; *TEACHING METHODS; CONFERENCES; ROLE PLAYING

ABSTRACT - THE FOLLOWING METHODS AND DEVICES ARE DISCUSSED: (1) ROLE PLAYING METHOD, (2) BRAINSTORMING METHOD, (3) CASE METHOD, (4) BULLETIN BOARD DEVICE, AND (5) CONFERENCE METHODS. EACH PROCEDURE IS EXPLAINED, AND ADVANTAGES AND DISADVANTAGES ARE LISTED. (SL)

VT 001 323
LEVENDOWSKI, J.C.
TEST CONSTRUCTION IN DISTRIBUTIVE EDUCATION.

CALIFORNIA STATE DEPT. OF EDUCATION, SACRAMENTO. BUREAU OF BUSINESS EDUCATION
PUB DATE - 64 16P.

DESCRIPTORS - *GUIDES; *GUIDELINES; *DISTRIBUTIVE EDUCATION; *TEST CONSTRUCTION; *TESTING; TESTS

ABSTRACT - PREPARED BY A RESEARCHER AND TEACHER EDUCATOR, THIS GUIDE FOR TEST CONSTRUCTION LISTS POINTS TO OBSERVE IN MAKING TESTS, SAMPLE DIRECTIONS FOR EACH TYPE OF TEST, AND SAMPLE QUESTIONS FOR: (1) MATCHING TESTS, (2) LISTING OR ENUMERATION TESTS, (3) CLUSTER TRUE-FALSE TESTS, (4) COMPLETION TESTS, (5) CASE PROBLEM TESTS, (6) TRUE-FALSE TESTS, (7) MULTIPLE CHOICE TESTS, AND (8) WRITTEN TESTS. GUIDELINES FOR ADMINISTERING TESTS AND A BIBLIOGRAPHY ALSO ARE INCLUDED. (AW)

VT 001 327 ED 017 651
LEVENDOWSKI, J.C.
SELECTED INSTRUCTIONAL MATERIALS FOR DISTRIBUTIVE EDUCATION.

CALIFORNIA STATE DEPT. OF EDUCATION, SACRAMENTO. BUREAU OF BUSINESS EDUCATION. COUNCIL FOR DISTRIBUTIVE TEACHER EDUCATION.
CDTE-PROFESSIONAL-BULL-7
PUB DATE - JA'66 3SP.

DESCRIPTORS - *BIBLIOGRAPHIES; *DISTRIBUTIVE EDUCATION; *INSTRUCTIONAL MATERIALS

ABSTRACT - CITATIONS SUPPLEMENTING BULLETIN NO. 5, "DISTRIBUTIVE EDUCATION LIBRARY LIST," (ED 012 778) WERE SELECTED FOR DISTRIBUTIVE TEACHER EDUCATORS, ADULT INSTRUCTORS AND TEACHER COORDINATORS. THE PUBLICATIONS ARE FREE OR INEXPENSIVE BROCHURES, BULLETINS, PAMPHLETS AND PAPERBACK BOOKS, LISTED BY TOPICS--(1) "ADVERTISING AND DISPLAY," (2) "DISTRIBUTIVE OCCUPATIONS AND SKILLS," (3) "ECONOMICS," (4) "GUIDANCE," (5) "MANAGEMENT," (6) "MARKETING," (7) "MERCHANDISING," (8) "PROGRAM DEVELOPMENT," (9) "SALESMANSHIP," AND (10) "SUPERVISION AND HUMAN RELATIONS." (SL)

VT 001 351
ERNEST, JOHN W.
OUR SYSTEM OF DISTRIBUTION.

CALIFORNIA UNIV., LOS ANGELES. DIV. OF VOCATIONAL EDUCATION
CALIFORNIA STATE DEPT. OF EDUCATION, SACRAMENTO. BUREAU OF BUSINESS EDUCATION
PUB DATE - 65 145P.

DESCRIPTORS - *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; *MARKETING; JUNIOR COLLEGES; *ECONOMICS; POST SECONDARY EDUCATION; BIBLIOGRAPHIES; *MERCHANDISING; RETAILING; WHOLESALING

ABSTRACT - THIS TEACHING GUIDE IS FOR TEACHER USE IN CONDUCTING BASIC MARKETING TRAINING AT THE JUNIOR COLLEGE LEVEL. IT WAS DEVELOPED BY AN ASSOCIATE PROFESSOR AT LOS ANGELES CITY COLLEGE TO PROVIDE SUGGESTIONS FOR LESSON PLANNING. UNITS ARE: (1) THE ROLE OF MARKETING IN OUR ECONOMY, (2) MARKETING FUNCTIONS AND MARKETING CHANNELS, (3) BASIC TYPES OF MARKETS, (4) THE CONSUMER GOODS MARKET, (5) CONSUMER MOTIVATION AND BEHAVIOR, (6) THE INDUSTRIAL GOODS MARKET, (7) PRODUCT PLANNING AND DEVELOPMENT, (8) PRODUCT LINE STRATEGY, (9) IMAGE BUILDING CHARACTERISTICS, (10) CHANNELS OF DISTRIBUTION, (11) THE RETAIL MARKET STRUCTURE, (12) RETAIL STORE TYPES AND TRENDS, (13) CHAIN STORES VERSUS INDEPENDENT RETAILING, (14) RETAILING METHODS, (15) THE WHOLESALE MARKET, (16) SELECTING CHANNELS OF DISTRIBUTION, (17) PHYSICAL DISTRIBUTION, (18) THE ROLE OF PRICE IN MARKETING, (19) THE FIRM'S PROMOTIONAL MIX, (20) MARKETING AGRICULTURAL PRODUCTS, AND (21) INTERNATIONAL MARKETING. EACH UNIT CONTAINS A SUGGESTED CURRICULUM OUTLINE, NOTES, ACTIVITIES, IDEAS, DISCUSSION QUESTIONS AND REFERENCES FOR THE INSTRUCTOR. THE TEACHER SHOULD BE COMPETENT IN MARKETING AND DISTRIBUTION. (MM)

VT 001 513 ED 012 780
CHANCEY, GILBERT E.
CAREER DEVELOPMENT UNIT--JOB INTERVIEW.

KENTUCKY UNIV., LEXINGTON. COLL. OF EDUCATION.
PUB DATE - OCT66 39P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *EMPLOYMENT INTERVIEWS; *HIGH SCHOOLS; *TEACHING GUIDES; *UNITS OF STUDY (SUBJECT FIELDS)
IDENTIFIERS - LEXINGTON

ABSTRACT - THIS 15- TO 20-DAY UNIT WAS

DEVELOPED BY A SPECIALIST IN DISTRIBUTIVE EDUCATION FOR USE BY A QUALIFIED, HIGH SCHOOL, DISTRIBUTIVE EDUCATION TEACHER NEAR THE TIME THE STUDENTS WILL BE APPLYING FOR JOBS. THE MAJOR TEACHING OBJECTIVE IS TO DEVELOP IN THE STUDENTS THE EFFECTIVE ABILITY TO BE SUCCESSFUL ON A JOB INTERVIEW. THE SUBJECT MATTER TO BE TAUGHT, TEACHING-LEARNING ACTIVITIES, AND SUGGESTED REFERENCES AND INSTRUCTIONAL MATERIALS ARE GIVEN FOR THE SECTIONS--(1) UNDERSTANDING THE IMPORTANCE OF SELECTING THE RIGHT TYPE OF EMPLOYMENT, (2) UNDERSTANDING THE IMPORTANCE OF SELF-ANALYSIS AND ATTITUDE TOWARD WORK, (3) PREPARING FOR THE INTERVIEW, (4) EXHIBITING GOOD GROOMING AND PROPER DRESS FOR THE INTERVIEW, (5) KNOWING YOURSELF FOR THE INTERVIEW, (6) LOCATING SOURCES OF INFORMATION ON EMPLOYMENT OPPORTUNITIES, (7) USING, EFFECTIVELY, PRIOR TRAINING AND PREPARATIONS IN A JOB INTERVIEW, AND (8) IDENTIFYING QUESTIONS FREQUENTLY ASKED DURING EMPLOYMENT INTERVIEWS. (PS)

VT 001 549
BURBRINK, PAULINE W.; LUTER, ROBERT R.
DEVELOPMENT OF JUNIOR COLLEGE DISTRIBUTIVE EDUCATION CURRICULUMS . A RESEARCH PROJECT.

TEXAS UNIV., AUSTIN. INSTRUCTIONAL MATERIALS LABORATORY
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITYNOF TEXAS, AUSTIN, TEXAS 78712 ($2.00).
PUB DATE - 1JUL66 64P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *POST SECONDARY EDUCATION; *CURRICULUM DEVELOPMENT; *JUNIOR COLLEGES; *EDUCATIONALNOBJECTIVES; PROGRAM DESCRIPTIONS; NATIONAL SURVEYS; *SUPERVISORY TRAINING
IDENTIFIERS - TEXAS

ABSTRACT - THIS REPORT IS IN THREE MAJOR PARTS: (1) AN OUTLINE OF ORGANIZATION FOR DISTRIBUTIVE EDUCATION JUNIOR COLLEGE PROGRAMS, (2) A SURVEY OF DISTRIBUTIVE EDUCATION PROGRAMS IN JUNIOR COLLEGES IN THE UNITED STATES, AND (3) A DEVELOPMENT OF A PROPOSED MID-MANAGEMENT CURRICULUM FOR TEXAS JUNIOR COLLEGES. PART I INCLUDES PURPOSE OF THE CURRICULUMS, TEXAS MINIMUM AND OPTIMUM REQUIREMENTS, AND OTHER INFORMATION DRAWN FROM THE PRELIMINARY DRAFT OF THE TEXAS "GUIDE FOR PUBLIC JUNIOR COLLEGES IN PLANNING PROGRAMS OF VOCATIONAL EDUCATION." PART 2 CONTAINS THE METHODS OF CONDUCTING THE SURVEY AND THE REPORT OF THE FINDINGS. PART 3 PRESENTS THE MID-MANAGEMENT CURRICULUM BASED ON THE SURVEY, SUGGESTIONS FROM AN ADVISORY COMMITTEE, AND THE RESULTS OF TWO PREVIOUS NATIONAL SURVEYS SPONSORED BY OTHER SOURCES. THE SUGGESTED CURRICULUM IS BASED ON A MINIMUM COURSE LOAD OF 72 CREDIT HOURS. DURING THE FIRST SEMESTER, THE COURSES ARE ENGLISH, HISTORY, BUSINESS COMMUNICATIONS, MARKETING PRINCIPLES, SELLING, AND SUPERVISED WORK EXPERIENCE. IN THE THIRD SEMESTER, GOVERNMENT, PRINCIPLES OF ACCOUNTING, ECONOMICS, PRINCIPLES OF MANAGEMENT, AN ELECTIVE, AND SUPERVISED WORK EXPERIENCE ARE OFFERED. THE FINAL SEMESTER INCLUDES COURSES IN GOVERNMENT, PRINCIPLES OF ACCOUNTING, MANAGEMENT SEMINAR, SUPERVISION, AN ELECTIVE, AND SUPERVISED WORK EXPERIENCE. THE APPENDIX LISTS THOSE JUNIOR COLLEGES OFFERING DISTRIBUTIVE EDUCATION CURRICULUMS AND THOSE PARTICIPATING IN THE SURVEY. (SL)

VT 001 674
SHOE SALES TRAINING KIT.

TEXAS UNIV., AUSTIN. INSTRUCTIONAL MATERIALS LABORATORY
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 (KI AILABLE FOR $12.50).
PUB DATE - SEP66 297P.

DESCRIPTORS - *TEXTBOOKS; *STUDY GUIDES; *DISTRIBUTIVE EDUCATION; *MERCHANDISING; *SHOES; SALESMANSHIP; HIGH SCHOOLS; POST SECONDARY EDUCATION; INDIVIDUAL INSTRUCTION

ABSTRACT - AN ASSIGNMENT MANUAL OF 53 ASSIGNMENTS AND THREE INFORMATIONAL REFERENCE MANUALS ARE FOR USE IN DIRECTED INDIVIDUAL INSTRUCTION BY HIGH SCHOOL, JUNIOR COLLEGE, OR AREA VOCATIONAL SCHOOL DISTRIBUTIVE EDUCATION (DE) STUDENTS WITH A CAREER OBJECTIVE IN RETAIL SHOE MERCHANDISING. THE ASSIGNMENT MANUAL WAS DEVELOPED BY A DE TEACHER-COORDINATOR WITH 15 YEARS OF EXPERIENCE IN SHOE MERCHANDISING. THE REFERENCE MANUALS WERE DEVELOPED BY THE NATIONAL RETAIL MERCHANTS ASSOCIATION AND THE NATIONAL SHOE RETAILERS ASSOCIATION. SOME TITLES OF ASSIGNMENTS ARE (1) HOUSEKEEPING IN THE SHOE DEPARTMENT, (2) HANDLING AND RUNNING STOCK, (3) READING SIZES, (4) DISPLAYING SHOES, (5) HISTORY OF YOUR SHOES, (6) SHOE CONSTRUCTION, (7) LEATHER FINISHES, (8) THE HUMAN FOOT, (9) USE OF MEASURING DEVICES, (10) STEPS IN FITTING SHOES, (11) ATTITUDES OF THE SHOE SALESMAN, (12) SELLING THE SECOND PAIR, (13) HOW TO HANDLE COMPLAINTS AND ADJUSTMENTS, (14) THE MERCHANDISE BUDGET, (15) BUYING TO MEET CUSTOMER DEMANDS, (16) HOW SHOE STYLES ORIGINATE AND TRENDS IN STYLING, AND (17) SELLING CANVAS FOOTWEAR. THE ASSIGNMENTS INCLUDE SUBJECT, PAGE REFERENCE TO MANUALS AND/OR SUMMARY INFORMATION, QUESTIONS, AND PROJECTS. AN ANSWER BOOK IS AVAILABLE FOR $2.50 FROM THE SAME SOURCE. (MM)

VT 001 685
HARDWARE SALES TRAINING KIT.

TEXAS UNIV., AUSTIN. INSTRUCTIONAL MATERIALS LAB.
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 (KIT FORM ONLY, $25.00).
PUB DATE - AUG66 1,785P.

DESCRIPTORS - TEXTBOOKS; *STUDY GUIDES; ANSWER KEYS; *REFERENCE MATERIALS; *DISTRIBUTIVE EDUCATION; *MERCHANDISING; *HARDWARE STORES; HIGH SCHOOLS; POST SECONDARY EDUCATION; INDIVIDUAL INSTRUCTION

ABSTRACT - THE KIT CONSISTS OF FOUR ASSIGNMENT MANUALS AND 16 REFERENCE BOOKLETS

FOR STUDENTS AND A TEACHER'S ANSWER BOOK FOR USE IN TRAINING DISTRIBUTIVE EDUCATION (DE) STUDENTS FOR A CAREER IN HARDWARE MERCHANDISING. THE ASSIGNMENT MANUALS AND ANSWER BOOK WERE DEVELOPED BY A DE TEACHER-COORDINATOR WITH PRACTICAL HARDWARE EXPERIENCE AND AN INSTRUCTIONAL MATERIALS SPECIALIST AT THE STATE LEVEL. THE REFERENCE BOOKLETS WERE DEVELOPED BY THE NATIONAL RETAIL HARDWARE ASSOCIATION. AREAS COVERED BY THE ASSIGNMENT MANUALS ARE (1) BUILDERS' HARDWARE, HAND TOOLS, POWER TOOLS, ELECTRICAL SUPPLIES, PLUMBING SUPPLIES, AND PAINT AND WALLPAPER, (2) HOUSEWARES, GIFTWARE, LAUNDRY SUPPLIES, AND LAWN, GARDEN, AND FARM SUPPLIES, (3) SPORTING GOODS, ATHLETIC EQUIPMENT, AND TOYS, AND (4) TECHNIQUES OF SELLING, MERCHANDISING, PROMOTION, AND ADVERTISING AND MANAGEMENT. THE MANUALS GIVE THE TITLE AND PAGE OF THE REFERENCE BOOKLET TO BE USED IN ANSWERING THE QUESTIONS AND DOING THE PROJECTS OF EACH ASSIGNMENT. THE MATERIALS ARE SUFFICIENT FOR 2 YEARS OF INDIVIDUAL STUDENT INSTRUCTION. (MM)

VT 001 700
HUMAN FACTORS IN SMALL BUSINESS . ADMINISTRATIVE MANAGEMENT COURSE PROGRAM TOPIC 10.

SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.
SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C. 20402 (SBA1.24:10, $1.50).
PUB DATE - 65 94P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; ADULT VOCATIONAL EDUCATION; BUSINESS; *TEACHING GUIDES; *PERSONNEL POLICY; UNITS OF STUDY (SUBJECT FIELDS); *MANAGERIAL OCCUPATIONS; MANAGEMENT EDUCATION; HUMAN RELATIONS

ABSTRACT - THE ADMINISTRATIVE MANAGEMENT COURSE PROGRAM WAS DEVELOPED BY THE SMALL BUSINESS ADMINISTRATION (SBA) IN COOPERATION WITH EDUCATIONAL INSTITUTIONS IN 1954 TO BRING MODERN MANAGEMENT KNOWLEDGE AND TECHNIQUES TO OWNERS AND MANAGERS OF SMALL BUSINESSES. A COMMITTEE ON MANAGEMENT EDUCATION WAS FORMED CONSISTING OF REPRESENTATIVES OF THE DISTRIBUTIVE EDUCATION DIVISION OF THE AMERICAN VOCATIONAL ASSOCIATION, AND THE SBA TO STUDY WAYS OF MEETING THE SMALL-BUSINESS MANAGEMENT NEEDS OF SMALL COMMUNITIES. THE COMMITTEE RECOMMENDED THAT A SERIES OF SUBJECT PRESENTATIONS BE DEVELOPED. THIS DOCUMENT IS ONE OF THE RECOMMENDED SERIES AND INCLUDES LESSON PLANS, LECTURES, VISUAL AIDS, CASE STUDIES, HANDOUT MATERIALS, ASSIGNMENTS, AND A BIBLIOGRAPHY FOR TEACHING ABOUT HUMAN FACTORS IN SMALL BUSINESSES. THE COURSE IS DESIGNED TO BE TAUGHT BY A PERSONNEL EXECUTIVE OR PSYCHOLOGIST. (MM)

VT 001 817
WINKEL, WILLEM
PLANNING AND ORGANIZING AN EXPORT TRADE EDUCATION PROGRAM. (VOCATIONAL DIVISION BULLETIN, NO. 302, DISTRIBUTIVE EDUCATION SERIES, NO. 34, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C.).
OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C. OE-82012
SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C. 20402 (FS 5.282--82012, $.20).
PUB DATE - 63 50P.

DESCRIPTORS - ADULT VOCATIONAL EDUCATION; *CURRICULUM GUIDES; *PROGRAM PLANNING; TEACHING GUIDES; *EXPORTS; *BUSINESSMEN; *DISTRIBUTIVE EDUCATION; BUSINESS

ABSTRACT - THE PURPOSE OF THIS BOOKLET IS TO GUIDE THE PLANNING AND ORGANIZING OF A PROGRAM TO HELP SMALL BUSINESSMEN UNDERSTAND THE OPERATION OF FOREIGN COMMERCE. IT WAS DEVELOPED BY AN INTERNATIONAL SPECIALIST FOR THE FLORIDA STATE DEPARTMENT OF EDUCATION. THE MAIN DIVISIONS ARE AMERICAN BUSINESS--WORLD TRADE, AN EDUCATION PROGRAM, INSTRUCTORS' OUTLINE FOR EACH SESSION, AND PLANNING AND ORGANIZING THE COURSE. CLASSES ARE ARRANGED FOR TWELVE 2-HOUR SESSIONS. EXAMPLES OF THE SESSION TOPICS ARE ORGANIZING FOR EXPORT OPERATIONS, THE EXPORT TRANSACTION, PACKAGING AND MARKING, AND TRANSPORTATION. A BIBLIOGRAPHY IS INCLUDED. (SL)

VT 002 029
TAXATION: A KEY FACTOR IN BUSINESS DECISIONS . ADMINISTRATIVE MANAGEMENT COURSE PROGRAM TOPIC 8.

SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.
SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C. 20402 (SBA1.24:8, $1.25).
PUB DATE - 66 86P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; ADULT VOCATIONAL EDUCATION; BUSINESS; *MANAGERIAL OCCUPATIONS; MANAGEMENT EDUCATION; UNITS OF STUDY (SUBJECT FIELDS)

ABSTRACT - THE ADMINISTRATIVE MANAGEMENT COURSE PROGRAM WAS DEVELOPED BY THE SMALL BUSINESS ADMINISTRATION (SBA) IN COOPERATION WITH EDUCATIONAL INSTITUTIONS IN 1954 TO BRING MODERN MANAGEMENT KNOWLEDGE AND TECHNIQUES TO OWNERS AND MANAGERS OF SMALL BUSINESSES. A COMMITTEE ON MANAGEMENT EDUCATION WAS FORMED CONSISTING OF REPRESENTATIVES OF THE DISTRIBUTIVE EDUCATION DIVISION OF THE AMERICAN VOCATIONAL ASSOCIATION, AND THE SBA TO STUDY WAYS OF MEETING THE SMALL-BUSINESS MANAGEMENT NEEDS OF SMALL COMMUNITIES. THE COMMITTEE RECOMMENDED THAT A SERIES OF SUBJECT PRESENTATIONS BE DEVELOPED. THIS DOCUMENT IS ONE OF THE RECOMMENDED SERIES AND INCLUDES LESSON PLANS, LECTURES, VISUAL AIDS, CASE STUDIES, HANDOUT MATERIALS, ASSIGNMENTS, AND A BIBLIOGRAPHY FOR TEACHING TAXATION OF SMALL BUSINESSES. THE COURSE IS DESIGNED TO BE TAUGHT BY A TAX LAWYER, AN ACCOUNTANT, OR AN INTERNAL REVENUE SERVICE OFFICER. RELATED DOCUMENTS ARE AVAILABLE AS VT 000 238, VT 001 700, VT 002 830, VT 005 516, VT 006 637-VT 006 641, AND VT 006 643-VT 006 648. (MM)

VT 002 040
KARNES, JAMES B., ED.
MERCHANDISING GROUP INSTRUCTION, A COURSE OF STUDY DESIGNED FOR STUDENTS PREPARING FOR OR PRESENTLY EMPLOYED IN DISTRIBUTIVE EDUCATION.

MISSOURI UNIV., COLUMBIA. DEPT. OF INDUSTRIAL EDUCATION
INDUSTRIAL EDUCATION, 103 INDUSTRIAL EDUCATION BUILDING, UNIVERSITY OF MISSOURI, COLUMBIA, MISSOURI 65201 ($1.50).
PUB DATE - NOV65 49P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *MERCHANDISING; *STUDY GUIDES; HIGH SCHOOLS; POSTSECONDARY EDUCATION

ABSTRACT - DEVELOPED BY INSERVICE TEACHER EDUCATION CLASSES, THIS MANUAL IS FOR USE BY SECONDARY AND POST-SECONDARY DISTRIBUTIVE EDUCATION STUDENTS IN MERCHANDISING IN A 180-HOUR TIME ALLOTMENT. NINE UNITS OF STUDY LIST OBJECTIVES UNDER JOB TRAINING AND RELATED INFORMATION. THE UNITS ARE--(1) FUNDAMENTALS OF RETRAINING, (2) BUYING FOR CONSUMER DEMAND, (3) RESPONSIBILITIES OF A STORE BUYER, (4) HANDLING INCOMING MERCHANDISE, (5) PRICING FOR PROFITS, (6) SELLING TO CUSTOMERS, (7) ADVERTISING AND DISPLAYING MERCHANDISE, (8) KEEPING RECORDS AND CONTROLLING STOCK, AND (9) OBSERVING GOVERNMENT REGULATIONS. ELEVEN ASSIGNMENT SHEETS CONTAIN REFERENCES AND QUESTIONS. A SEPARATE ANSWER KEY (VT 002 041) INDICATES THE SOURCE AND PAGE NUMBERS FOR ANSWERING EACH QUESTION IN THE ASSIGNMENT SHEETS. IT IS AVAILABLE FOR 50 CENTS. (SL)

VT 002 054
KARNES, JAMES B., ED.
SALESMANSHIP INDIVIDUAL STUDY, A COURSE OF STUDY DESIGNED FOR STUDENTS PREPARING FOR OR PRESENTLY EMPLOYED IN DISTRIBUTIVE OCCUPATIONS.

MISSOURI UNIV., COLUMBIA. DEPT. OF INDUSTRIAL EDUCATION
MISSOURI STATE DEPT. OF EDUCATION, JEFFERSON CITY. VOCATIONAL EDUCATION DIV.
INDUSTRIAL EDUCATION, 103 INDUSTRIAL EDUCATION BUILDING, UNIVERSITY OF MISSOURI, COLUMBIA 65201 ($1.50).
PUB DATE - FEB66 159P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; INDIVIDUAL INSTRUCTION; GRADE 11; *STUDY GUIDES; *SALESMANSHIP; *COOPERATIVE EDUCATION

ABSTRACT - DESIGNED FOR INDIVIDUAL STUDY, THIS MANUAL PRESENTS THE RELATED INFORMATION NECESSARY FOR SALESMANSHIP TRAINING IN GRADE 11 IN PREPARATORY DISTRIBUTIVE EDUCATION PROGRAMS. THE 180-HOUR COURSE WAS DEVELOPED BY AN ADVISORY COMMITTEE AND AN INSERVICE TEACHER EDUCATION CLASS, REFINED BY RESEARCH ASSISTANTS, AND FIELD TESTED BY SUBJECT MATTER SPECIALISTS. EACH OF THE 20 ASSIGNMENT SHEETS CONTAINS INFORMATION, REFERENCES, AND AN OBJECTIVE-TYPE TEST. JOB TRAINING ACTIVITIES AND RELATED INFORMATION ARE COORDINATED WITH ASSIGNMENTS IN 2-COLUMN FORM. EXAMPLES OF SUBJECTS ARE (1) PERSONAL CHARACTERISTICS IMPORTANT IN SELLING, (2) STORE POLICIES, (3) PRESENTATION OF MERCHANDISE, (4) MERCHANDISING, AND (5) MATHEMATICS FOR RETAILING. PROGRESS RECORD FORMS FOR USE BY INSTRUCTOR, EMPLOYER, AND STUDENT ARE INCLUDED. MIMEOGRAPHED COPIES ARE AVAILABLE FOR $1.50 FROM INDUSTRIAL EDUCATION, 103 INDUSTRIAL EDUCATION BUILDING, UNIVERSITY OF MISSOURI, COLUMBIA 65201. A SEPARATE INSTRUCTOR'S KEY (VT 002 057) IS AVAILABLE FOR 50 CENTS FROM THE SAME SOURCE. (SL)

VT 002 061
KARNES, JAMES B.
HARDWARE RETAILING, A COURSE OF STUDY, DESIGNED FOR COOPERATIVE PART-TIME STUDENTS EMPLOYED IN HARDWARE RETAILING.

MISSOURI UNIV., COLUMBIA. DEPT. OF INDUSTRIAL EDUCATION
MISSOURI STATE DEPT. OF EDUCATION, JEFFERSON CITY. INDUSTRIAL EDUCATION SECTION
INDUSTRIAL EDUCATION, 103 INDUSTRIAL EDUCATION BUILDING, UNIVERSITY OF MISSOURI, COLUMBIA, MISSOURI 65201 ($1.50, REFERENCE BOOK "ADVANCED COURSE IN HARDWARE RETAILING (1964 EDITION)" AVAILABLE FOR $10.00).
PUB DATE - OCT65 204P.

DESCRIPTORS - *STUDY GUIDES; *DISTRIBUTIVE EDUCATION; *HARDWARE STORES; HIGH SCHOOLS; *RETAILING; INDIVIDUAL INSTRUCTION; *COOPERATIVE EDUCATION

ABSTRACT - THIS STUDY GUIDE IS FOR DIRECTED INDIVIDUAL STUDENT USE IN ACQUIRING JOB SKILLS AND PROCEDURES, RELATED INFORMATION, AND PERSONAL-SOCIAL TRAITS NECESSARY FOR A CAREER IN HARDWARE RETAILING. IT WAS DEVELOPED BY ADVISORY CONSULTANTS AND RESEARCH ASSISTANTS AT LOCAL AND STATE LEVELS. MAJOR CONTENT AREAS INCLUDE: (1) SALESMANSHIP, (2) MANAGEMENT, (3) MERCHANDISING, (4) HARDWARE, (5) TOOLS, (6) SPORTING GOODS AND RECREATIONAL EQUIPMENT, (7) PAINT AND PAINT SUNDRIES, (8) ELECTRICAL FIXTURES, SUPPLIES, HOUSEWARES, AND GIFTS, (9) HOUSEWARES, (10) CLEANING AND LAUNDRY SUPPLIES, AND (11) PLUMBING, HEATING, AND BUILDING MATERIALS. A TWO-COLUMN FORM CORRELATES ELEMENTS OF THE 23 ASSIGNMENT SHEETS, COVERING 154 UNITS, CONTAINS INTRODUCTORY INFORMATION, ASSIGNMENT, A LIST OF REQUIRED REFERENCES, AND OBJECTIVE-TYPE QUESTIONS. STUDENTS SHOULD BE JUNIORS AND SENIORS IN HIGH SCHOOL, AND THE TEACHER SHOULD BE A QUALIFIED COORDINATOR. THE SUGGESTED TIME ALLOTMENT IS 180 HOURS. A TRAINING PLAN AND PROGRESS RECORD ARE INCLUDED. A NECESSARY REFERENCE BOOK, "ADVANCED COURSE IN HARDWARE RETAILING (1964 EDITION)," IS AVAILABLE FOR $10.00 FROM NATIONAL RETAIL HARDWARE ASSOCIATION, 964 NORTH PENNSYLVANIA STREET, INDIANAPOLIS, INDIANA. (MM)

VT 002 093
KARNES, JAMES B., ED.
MERCHANDISING INDIVIDUAL STUDY, A COURSE OF STUDY DESIGNED FOR STUDENTS PREPARING FOR OR PRESENTLY EMPLOYED IN DISTRIBUTIVE OCCUPATIONS.

MISSOURI UNIV., COLUMBIA. DEPT. OF INDUSTRIAL

DIST ED

EDUCATION
MISSOURI STATE DEPT. OF EDUCATION, JEFFERSON CITY. VOCATIONAL EDUCATION DIV.
INDUSTRIAL EDUCATION, 103 INDUSTRIAL EDUCATION BUILDING, UNIVERSITY OF MISSOURI, COLUMBIA 65201 ($1.50).
PUB DATE - NOV65 103P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; INDIVIDUAL INSTRUCTION; GRADE 11; *STUDY GUIDES; *MERCHANDISING; *COOPERATIVE EDUCATION

ABSTRACT - RELATED INFORMATION IS PRESENTED FOR INDIVIDUAL STUDY BY GRADE 11 STUDENTS IN PREPARATORY AND COOPERATIVE DISTRIBUTIVE EDUCATION PROGRAMS. THE 180-HOUR COURSE OF STUDY WAS DEVELOPED BY AN ADVISORY COMMITTEE AND AN INSERVICE TEACHER EDUCATION CLASS. EACH OF 11 ASSIGNMENT SHEETS CONTAINS INFORMATION, REFERENCES, AND OBJECTIVE-TYPE TESTS. JOB TRAINING ACTIVITIES AND RELATED INFORMATION ARE COORDINATED WITH ASSIGNMENTS IN 2-COLUMN FORM. EXAMPLES OF THE SUBJECTS ARE: (1) BUYING FOR CONSUMER DEMAND, (2) NEGOTIATING FOR PRICE, (3) HANDLING INCOMING MERCHANDISE, (4) ADVERTISING AND DISPLAYING MERCHANDISE, (5) KEEPING RECORDS AND CONTROLLING STOCK, AND (6) OBSERVING GOVERNMENT REGULATIONS. PROGRESS RECORD FORMS FOR USE BY TEACHER, EMPLOYER, AND STUDENT ARE INCLUDED. MIMEOGRAPHED COPIES ARE AVAILABLE FOR $1.50 FROM INDUSTRIAL EDUCATION, 103 INDUSTRIAL EDUCATION BUILDING, UNIVERSITY OF MISSOURI 65201. A SEPARATE ANSWER KEY (VT 002 071) IS AVAILABLE FOR 50 CENTS. (SL)

VT 002 095
KARNES, JAMES B., ED.
FOOD SERVICE, A COURSE OF STUDY DESIGNED FOR COOPERATIVE PART-TIME STUDENTS EMPLOYED IN FOOD SERVICE WORK.

MISSOURI UNIV., COLUMBIA. DEPT. OF INDUSTRIAL EDUCATION
INDUSTRIAL EDUCATION, 103 INDUSTRIAL EDUCATION BUILDING, UNIVERSITY OF MISSOURI, COLUMBIA, MISSOURI 65201 ($1.50).
PUB DATE - MAY66 114P.

DESCRIPTORS - *COOPERATIVE EDUCATION; *FOOD SERVICE OCCUPATIONS; *INDIVIDUAL INSTRUCTION; *STUDY GUIDES; HIGH SCHOOLS; OCCUPATIONAL INFORMATION; POSTSECONDARY EDUCATION; *DISTRIBUTIVE EDUCATION

ABSTRACT - AN ANALYSIS OF FOOD SERVICE, TOGETHER WITH ASSIGNMENT SHEETS COVERING THE RELATED OCCUPATIONAL INFORMATION TO BE TAUGHT BY THE SCHOOL, MAKE UP THIS STUDY GUIDE PREPARED FOR TEACHING FOOD SERVICE WORKERS ON AN INDIVIDUAL BASIS IN A COOPERATIVE PART-TIME PROGRAM. DEVELOPED BY AN ADVISORY COMMITTEE, RESEARCH ASSISTANTS, AND FOOD SERVICE SPECIALISTS, THIS 180-HOUR COURSE OF STUDY WAS DEVELOPED FOR USE ON THE SECONDARY LEVEL BUT CAN BE USED ON THE POST-SECONDARY AND ADULT LEVELS, ALSO. SEVEN INFORMATION SHEETS AND 17 ASSIGNMENT SHEETS, EACH WITH REFERENCES AND A TEST, ARE PROVIDED. UNIT OBJECTIVES ARE LISTED UNDER JOB TRAINING AND RELATED INFORMATION. EXAMPLES OF THE UNITS ARE--(1) CARE OF EQUIPMENT, SANITATION, AND SAFETY, (2) RELATION WITH THE PUBLIC, (3) SETTING THE TABLE, (4) SERVING THE ORDER, (5) WRITING AND PLANNING THE MENU, AND (6) RESTAURANT MANAGEMENT. A SEPARATE INSTRUCTOR'S KEY (VT 002 094) IS AVAILABLE FROM THE SAME SOURCE FOR 50 CENTS. (SL)

VT 002 102
BUSINESS AND DISTRIBUTIVE EDUCATION CURRICULUM GUIDE .

NEBRASKA BUSINESS EDUCATION ADVISORY COMMITTEE
NEBRASKA STATE DEPT. OF EDUCATION, LINCOLN
PUB DATE - 66 74P.

DESCRIPTORS - *BUSINESS EDUCATION; *DISTRIBUTIVE EDUCATION; *CURRICULUM GUIDES; VOCATIONAL EDUCATION; *CURRICULUM; *OFFICE OCCUPATIONS EDUCATION; SECONDARY EDUCATION; EDUCATIONAL EQUIPMENT; SCHOOL COMMUNITY RELATIONSHIP; BUSINESS EDUCATION TEACHERS; INTERNSHIP PROGRAMS; EDUCATIONAL GUIDANCE; ILLUSTRATIONS; COCURRICULAR ACTIVITIES; EDUCATIONAL PROGRAMS
IDENTIFIERS - *NEBRASKA BUSINESS EDUCATION ADVISORY COMMITTEE

ABSTRACT - THIS CURRICULUM GUIDE, FOR ADMINISTRATOR AND TEACHER USE IN PLANNING AND DEVELOPING HIGH SCHOOL COURSES FOR BOTH GENERAL AND VOCATIONAL EDUCATION, WAS PREPARED BY THE NEBRASKA BUSINESS EDUCATION ADVISORY COMMITTEE. OBJECTIVES ARE: (1) TO PRESENT ALL HIGH SCHOOL STUDENTS WITH THE OPPORTUNITIES TO DEVELOP BASIC UNDERSTANDINGS OF BUSINESS AND ECONOMIC PRINCIPLES, AND (2) TO PROVIDE ALL STUDENTS WITH THE OPPORTUNITY TO DEVELOP MARKETABLE SKILLS WHICH WILL LEAD TO JOB COMPETENCIES IN BUSINESS, OFFICE, AND DISTRIBUTIVE OCCUPATIONS. FOUR SUGGESTED PROGRAMS DESIGNED FOR GRADES 10, 11, AND 12, ARE: (1) GENERAL ELECTIVES, (2) VOCATIONAL CLERICAL PROGRAMS, (3) VOCATIONAL STENOGRAPHIC PROGRAM, AND (4) VOCATIONAL DISTRIBUTIVE EDUCATION PROGRAM. THE SUCCESS OF A HIGH SCHOOL BUSINESS EDUCATION PROGRAM IS RELATED TO THE GUIDANCE FUNCTION IN THE HIGH SCHOOL, TO THE PROFESSIONAL GROWTH OF THE TEACHERS, TO THE USE OF INTERNSHIP PROGRAMS IN THE VOCATIONAL CURRICULUMS, TO AN EFFECTIVE COMMUNITY RELATIONS PROGRAM, AND TO THE USE OF CO-CURRICULAR ACTIVITIES RELATING TO BUSINESS EDUCATION. THREE PROGRAM MODELS, TWENTY-ONE SHORT COURSE DESCRIPTIONS, AND A DETAILED AND ILLUSTRATED SECTION ON FACILITIES AND EQUIPMENT ARE INCLUDED. (MU)

VT 002 162
BLAKER, GERTRUDE
FOOD SERVICE INDUSTRY, TRAINING PROGRAMS AND FACILITIES. (VOCATIONAL DIVISION BULLETIN, NO. 298, DISTRIBUTIVE EDUCATION SERIES, NO. 32, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C.).

OFFICE OF EDUCATION, WASHINGTON, D.C.
CE-82007
SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C. 20402 (FS 5.282--82007, $.65).
PUB DATE - 61 192P.

DESCRIPTORS - *TEACHING GUIDES; *DISTRIBUTIVE

EDUCATION; *FOOD SERVICE; *FOOD SERVICE OCCUPATIONS; SALES OCCUPATIONS; *PROGRAM DEVELOPMENT; COOPERATIVE EDUCATION; OCCUPATIONAL INFORMATION

ABSTRACT - THE MOST SERIOUS PROBLEM IN THE FOOD SERVICE INDUSTRY HAS BEEN THE LACK OF TRAINED PERSONNEL. THE PURPOSE OF THIS TEACHING GUIDE, WHICH WAS ADAPTED FROM AN EARLIER ONE, IS TO PROVICE VOCATIONAL EDUCATORS WITH A GUIDE FOR TRAINING SALES PERSONNEL IN THE FOOD-SERVICE INDUSTRY, RANKING FOURTH IN SIZE AMONG NATIONAL INDUSTRIES. ALTHOUGH IT WAS REVIEWED BY PERSONS IN INSTITUTIONS SUCH AS THE AMERICAN HOTEL ASSOCIATION, THE NATIONAL RESTAURANT ASSOCIATION, FOOD SERVICES AT INDIANA UNIVERSITY, NATIONAL COUNCIL OF HOTEL AND RESTAURANT EDUCATION, HOTELS, AND DISTRIBUTIVE EDUCATION PROGRAMS, THE PRIMARY WORK WAS PREPARED BY ONE AUTHOR. THE TRAINING INVOLVES MORE THAN JOB SKILLS AND SHOULD BE PLANNED TO CONVEY INFORMATION, TO DEVELOP MANIPULATIVE SKILLS, TO STIMULATE THOUGHT, TO SOLVE PROBLEMS, AND TO PROMOTE GOOD MORALE. TOPICS INCLUDED ARE: (1) SCOPE OF THE FOOD SERVICE INDUSTRY, (2) FUNCTIONS OF A FOOD SERVICE OPERATION, (3) SALESPERSON'S ROLE IN MEETING OBJECTIVES, (4) QUALIFICATIONS FOR SUCCESSFUL SALES WORK, (5) OPPORTUNITIES IN SALES WORK, (6) WORK IN A SERVICE UNIT, (7) WORK IN A SELF-SERVICE UNIT, (8) SUMMARY OF RESPONSIBILITIES, AND (9) TRAINING METHODS AND AIDS. THE PROGRAM ASSUMES THAT THE TRAINEE IS ON THE JOB AND THE FACILITIES ARE THOSE OF THE EMPLOYER. (MS)

VT 002 251
ADVANCED SALES TECHNIQUES, (INSTRUCTOR'S GUIDE).

LOUISIANA STATE DEPT. OF EDUCATION, BATON ROUGE
PUB DATE - 67 100P.

DESCRIPTORS - *SALESMANSHIP; *TEACHING GUIDES; HIGH SCHOOLS; POSTSECONDARY EDUCATION; ADULT EDUCATION; DISTRIBUTIVE EDUCATION

ABSTRACT - THE PURPOSE OF THIS TEACHING GUIDE IS TO AID IN COURSE AND LESSON PLANNING FOR A UNIT IN ADVANCED SALESMANSHIP AT THE SECONDARY, POSTSECONDARY, OR ADULT LEVEL. IT WAS DEVELOPED BY STATE DEPARTMENT OF EDUCATION PERSONNEL. TWO OF THE SEVEN OBJECTIVES ARE TO GIVE A BETTER UNDERSTANDING OF THE TECHNIQUES INVOLVED IN SELLING, AND TO HELP THE SALESMAN REALIZE HIS PLACE AND IMPORTANCE IN THE AMERICAN ECONOMIC SYSTEM. AN INSTRUCTIONAL OUTLINE AND SUGGESTIONS TO INSTRUCTOR ARE PRESENTED IN PARALLEL COLUMNS. THE MAJOR UNITS ARE--(1) PRE-APPROACH, (2) MEETING THE CUSTOMER OR PROSPECT, (3) SELECTING THE MERCHANDISE, (4) PRESENTING THE MERCHANDISE PHYSICALLY, (5) FOLLOWUP OF REMEMBERING NAMES, (6) PRESENTING THE GOODS VERBALLY, (7) DEMONSTRATIONS, (8) APPROPRIATE SELLING TECHNIQUE, (9) SUMMARIZE THE BUILDUP, (10) SUGGESTIVE SELLING, (11) ROUTINE DETAILS, (12) FOLLOWUP OF THE SALE, AND (13) TELEPHONE SELLING. A MINIMUM OF 10 ONE-HOUR CLASSROOM SESSIONS IS SUGGESTED FOR THE UNIT. THE TEACHER SHOULD HAVE SKILL IN TEACHING DISTRIBUTIVE EDUCATION, AND THE STUDENT SHOULD HAVE A MATURE INTEREST IN SELLING AS A CAREER. EACH LESSON HAS INSTRUCTIONAL OBJECTIVES AND A LIST OF NECESSARY MATERIALS AND TEACHING AIDS. THE BIBLIOGRAPHY LISTS FIVE BOOKS DATED FROM 1938 TO 1959 AND SEVEN 16 MM. SOUND FILMS, RANGING FROM SEVEN TO 28 MINUTES IN LENGTH. (EM)

VT 002 254
TOUR GUIDE TRAINING, CONFERENCE LEADER'S GUIDE, ADULT SERIES.

LOUISIANA STATE DEPT. OF EDUCATION, BATON ROUGE. DISTRIBUTIVE EDUCATION SECTION
PUB DATE - 67 126P.

DESCRIPTORS - *TOUR GUIDES (OCCUPATION); *DISTRIBUTIVE EDUCATION; ADULT VOCATIONAL EDUCATION; LESSON PLANS; *CURRICULUM GUIDES; *TEACHING GUIDES
IDENTIFIERS - NEW ORLEANS; LOUISIANA

ABSTRACT - TOUR GUIDES WITH LESS THAN TWO YEARS EXPERIENCE TAKE THIS COURSE TO ENABLE THEM TO BECOME LICENSED BY THE CITY OF NEW ORLEANS, LOUISIANA. THEY ARE HELPED TO ACQUIRE OR REINFORCE THE BASIC SKILLS, ATTITUDES, AND KNOWLEDGE WHICH A TOUR GUIDE NEEDS TO CONDUCT SIGHTSEEING TOURS IN A DIGNIFIED, ENTERTAINING, AND INFORMATIVE MANNER. THE COURSE IS STRUCTURED FOR TWO NIGHTS A WEEK, TWO HOURS PER NIGHT FOR APPROXIMATELY EIGHT WEEKS. MAJOR TEACHING TECHNIQUES SUGGESTED ARE LECTURE-DISCUSSION SESSIONS, VOLUNTARY SERVICES OF GUEST LECTURERS, SELECTED AUDIOVISUAL AIDS, DISSEMINATION OF FACTUAL OUTLINES, AND OUTSIDE READINGS. UNITS ARE--(1) COURSE ORIENTATION, (2) BASIC CONCEPTS OF TOURISM, (3) TOURISM AS A BUSINESS, (4) ACQUIRING, SELECTING, ORGANIZING, AND PRESENTING INFORMATION, (5) GENERAL INFORMATION ON NEW ORLEANS AND ENVIRONS, (6) PRACTICE IN LIBRARY RESEARCH, (7) HIGHLIGHTS OF HISTORY, (8) THE ARCHITECTURE OF NEW ORLEANS AND LOUISIANA, (9) THE PEOPLE, TRADITIONS, AND CUSTOMS, (10) THE STREETS AND NEIGHBORHOODS, AND (11) THE DELTA COUNTRY. "SUGGESTIONS TO INSTRUCTORS" ACCOMPANIES EACH UNIT OUTLINE. A LIMITED BIBLIOGRAPHY AND A LIST OF FILMS ARE INCLUDED. (SL)

VT 002 261 ED 015 251
BARNETT, ANNA MAE; HEPHNER, THOMAS A.
A DISTRIBUTIVE EDUCATION GUIDE TO AVAILABLE LITERATURE.

OHIO STATE UNIV., COLUMBUS.
PUB DATE - SEP66 29P.

DESCRIPTORS - *BIBLIOGRAPHIES; *DISTRIBUTIVE EDUCATION; *INSTRUCTIONAL MATERIALS; *PROGRAM DEVELOPMENT

ABSTRACT - HANDOUTS, REPRINTS, PAMPHLETS, AND BROCHURES AVAILABLE FROM THE DISTRIBUTIVE EDUCATION MATERIALS LABORATORY AT THE OHIO STATE UNIVERSITY ARE LISTED. THESE ARE FOR USE IN THE CLASSROOM, OR IN DEVELOPING OR PROMOTING DISTRIBUTIVE EDUCATION PROGRAMS. THE MANUAL INCLUDES (1) A LIST OF MATERIALS FOR SALE WITH FORM NUMBER, BRIEF DESCRIPTION,

AND PRICE, AND (2) A LIST OF FREE MATERIALS. ORDER BLANKS FOR BOTH ARE INCLUDED. THIS DOCUMENT IS AVAILABLE FROM DISTRIBUTIVE EDUCATION MATERIALS LABORATORY, THE OHIO STATE UNIVERSITY, 124 WEST 17TH AVENUE, COLUMBUS, OHIO 43210. (MM)

VT 002 462
SALESMANSHIP, A PROGRAMMED TEXT .

KANSAS STATE TEACHERS COLL., EMPORIA
PUB DATE - 65 304P.

DESCRIPTORS - *PROGRAMED TEXTS; *DISTRIBUTIVE EDUCATION; *SALES OCCUPATIONS; *SALESMANSHIP; *RETAILING; HIGH SCHOOLS; ADULT VOCATIONAL EDUCATION

ABSTRACT - A HIGH SCHOOL OR ADULT STUDENT INTERESTED IN BECOMING A SALESMAN AT THE RETAIL LEVEL MAY USE THIS PROGRAMED MANUAL TO GAIN A BACKGROUND IN SALESMANSHIP. THE MATERIAL WAS DEVELOPED BY BUSINESS MEN WHO WERE OWNERS OR TRAINING DIRECTORS. UNITS ARE: (1) CUSTOMER APPROACH, (2) CUSTOMER MOTIVATION, (3) HANDLING CUSTOMER OBJECTIONS, (4) SUGGESTION SELLING, (5) CLOSING THE SALE, (6) SUMMARY, (THE STEPS OF A SALE), AND (7) PRODUCT KNOWLEDGE. THE SUGGESTED TIME ALLOTMENT IS 12 HOURS. THE MANUAL IS SELF-EXPLANATORY AND SELF-CONTAINED, BUT A GENERAL SALES TEXT MAY BE USED AS A SUPPLEMENT. (MM)

VT 002 568
DURHAM, WILLIAM H., JR.
MARKETING II, TEACHERS MANUAL. DISTRIBUTIVE EDUCATION SERIES.

NORTH CAROLINA STATE DEPT. OF PUBLIC INSTRUCTION, RALEIGH. DISTRIBUTIVE EDUCATION SERVICE
PUB DATE - 65 242P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *TEACHING GUIDES; *MARKETING; *MERCHANDISING; CAREER OPPORTUNITIES; SECONDARY GRADES

ABSTRACT - DEVELOPED BY A PROFESSOR OF MARKETING AND VALIDATED BY A COMMITTEE OF STATE SUPERVISORY PERSONNEL AND HIGH SCHOOL TEACHER-COORDINATORS, THIS GUIDE IS FOR TEACHER USE IN PLANNING AN OCCUPATIONALLY-ORIENTED COURSE IN ADVANCED MARKETING. A BIBLIOGRAPHY AND SUGGESTED TIME ALLOTMENT (COVERING A TOTAL OF 36 WEEKS) ARE PROVIDED FOR THESE UNITS: (1) INTRODUCTION TO MARKETING II, (2) MERCHANDISING, (3) MARKET ANALYSIS, (4) WAREHOUSING, (5) TRANSPORTATION, (6) FINANCE, CREDIT, AND RISK TAKING, (7) PERSONNEL, (8) AGRICULTURAL AND INDUSTRIAL MARKETING, (9) GOVERNMENT AND MARKETING, AND (10) MARKETING CAREERS. EACH UNIT CONTAINS OBJECTIVES, TOPICAL OUTLINE, TEACHING SUGGESTIONS, AND A LIST OF MATERIALS AND EQUIPMENT NEEDED. A RELATED DOCUMENT IS AVAILABLE AS VT 002 683 (ALSO IN THIS ISSUE). (SB)

VT 002 588
COOPERATIVE DISTRIBUTIVE EDUCATION; TEACHER'S GUIDE TO STUDENT ACTIVITIES.

NORTH CAROLINA STATE DEPT. OF PUBLIC INSTRUCTION, RALEIGH. DISTRIBUTIVE EDUCATION SERVICE
PUB DATE - 66 147P.

DESCRIPTORS - *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; *TEACHING TECHNIQUES; SALESMANSHIP; MERCHANDISING; COMMUNICATION SKILLS; CAREER PLANNING; SECONDARY GRADES

ABSTRACT - THE TEACHER'S GUIDE IS DESIGNED TO AID THE TEACHER-COORDINATOR IN PLANNING INDIVIDUAL AND GROUP ACTIVITIES FOR STUDENTS IN DISTRIBUTIVE EDUCATION I AND II. THE TEACHING TECHNIQUES SUGGESTED INCLUDE CASE STUDIES, STRUCTURED REPORTS, AND ASSIGNMENTS RELATED TO CLASS STUDY, THE STUDENTS' JOBS, AND CLUB CONTESTS. UNITS CONTAINING SUGGESTED ACTIVITIES FOR DISTRIBUTIVE EDUCATION I ARE: (1) SCHOOL AND BUSINESS RELATIONSHIPS, (2) SALES DEVELOPMENT, (3) BUSINESS COMMUNICATIONS, AND (4) ORGANIZATIONS FOR DISTRIBUTION. UNITS CONTAINING SUGGESTED ACTIVITIES FOR DISTRIBUTIVE EDUCATION II ARE: (1) CAREER PLANNING FOR PROFESSIONAL GROWTH, (2) ECONOMICS FOR DISTRIBUTION, (3) MERCHANDISING, AND (4) BUSINESS PSYCHOLOGY. EACH UNIT CONTAINS TEACHER INFORMATION AND STUDENT FORMS FOR THE SUGGESTED ACTIVITIES. (SB)

VT 002 617
NICHOLS, DARYL F.
SELECTION, PLACEMENT, AND EVALUATION IN DISTRIBUTIVE EDUCATION. SUGGESTED FORMS AND MATERIALS FOR ORGANIZATION AND ADMINISTRATION OF A COOPERATIVE EDUCATION PROGRAM.

PUB DATE - 67 55P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *PROGRAM IMPROVEMENT; *COOPERATIVE EDUCATION; *RECORDS (FORMS); *PROGRAM ADMINISTRATION

ABSTRACT - THIS BOOKLET WAS DEVELOPED TO HELP DISTRIBUTIVE EDUCATION COORDINATORS ORGANIZE AND CONDUCT A BETTER PROGRAM. IT IS NOT INTENDED THAT THE COORDINATOR ADOPT THESE FORMS AND THEIR USES JUST AS ILLUSTRATED, BUT THAT HE ADAPT THEM TO THE NEEDS OF HIS PROGRAM, HIS SCHOOL, AND HIS COMMUNITY. ALTHOUGH ALL FORMS IN THIS BOOKLET WERE PREPARED FOR THE OPERATION OF A DISTRIBUTIVE EDUCATION PROGRAM (DE) THEY SHOULD PROVIDE AID TO COORDINATORS OF OTHER TYPES OF COOPERATIVE TRAINING PROGRAMS. THE CONTENT OF THIS DOCUMENT HAS BEEN THE BASIS OF A NUMBER OF SESSIONS WHICH WERE NATIONAL IN SCOPE. THE PLAN OF THIS BOOKLET IS COORDINATED WITH THE FILM, "THE DISTRIBUTIVE EDUCATION STORY," PRODUCED BY SEARS FOUNDATION IN COOPERATION WITH THE AMERICAN VOCATIONAL ASSOCIATION. SUGGESTED MATERIALS AND FORMS ARE DISCUSSED AND ILLUSTRATED IN THE AREAS OF: (1) APPLICATION BLANK FOR DE, (2) PERSONAL INTEREST SHEET, (3) DE QUALIFICATION FORM, (4) PERSONAL INTERVIEW FORM, (5) JOB INTEREST SELECTION SHEET, (6) SELECTION OF TRAINING STATION, (7) SCHOOL RECORD, (8) INTERVIEW RATING, (9) DE TRAINING MEMORANDUM, (10) DE PROGRAM OF TRAINING, (11) DE RATING SHEET, (12) EMPLOYER EVALUATION, (13) EMPLOYMENT RECORD, (14) STUDENT WEEKLY PROGRESS REPORT, (15) ABSENCE FROM WORK, (16) PERMISSION TO

RETURN TO WORK, AND (17) DIARY OF STUDENT PROGRESS. (MM)

VT 002 683
MARKETING I; TEACHERS MANUAL. DISTRIBUTIVE EDUCATION SERIES.

NORTH CAROLINA STATE DEPT. OF PUBLIC INSTRUCTION, RALEIGH. DIV. OF VOCATIONAL EDUCATION
PUB DATE - ND 247P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *TEACHING GUIDES; *MARKETING; SALES OCCUPATIONS; SALESMANSHIP; MERCHANDISING; CAREER OPPORTUNITIES; GRADE 11

ABSTRACT - DEVELOPED BY A COMMITTEE OF HIGH SCHOOL TEACHER-COORDINATORS, THIS TEACHER'S GUIDE IS FOR USE IN PLANNING A FIRST-YEAR COURSE IN MARKETING FOR JUNIORS WHO EXPECT TO ENTER SOME FORM OF DISTRIBUTION, BUT WHO CANNOT, FOR VARIOUS REASONS, PARTICIPATE IN A COOPERATIVE PROGRAM OF ON-THE-JOB TRAINING. A SUGGESTED TIME ALLOTMENT AND BIBLIOGRAPHY ARE PROVIDED FOR THESE UNITS: (1) INTRODUCTION TO MARKETING I, (2) SALES SUPPORTING ACTIVITIES, (3) SALESMANSHIP, (4) SALES PROMOTION, (5) BUSINESS ORGANIZATION, AND (6) CAREERS IN MARKETING. EACH UNIT CONTAINS A LIST OF MATERIALS AND EQUIPMENT NEEDED, OBJECTIVES, TOPICAL OUTLINE, AND TEACHING SUGGESTIONS. SUPPLEMENTARY FORMS AND INFORMATION FOR STUDENTS ARE APPENDED. A RELATED DOCUMENT IS AVAILABLE AS VT 002 568 (ALSO IN THIS ISSUE). (SB)

VT 002 771
KARNES, JAMES R.
SALESMANSHIP GROUP INSTRUCTION -- A COURSE OF STUDY DESIGNED FOR STUDENTS PREPARING FOR OR PRESENTLY IN DISTRIBUTIVE OCCUPATIONS.

MISSOURI UNIV., COLUMBIA. DEPT. OF INDUSTRIAL EDUCATION
MISSOURI STATE DEPT. OF EDUCATION, JEFFERSON CITY. VOCATIONAL EDUCATION DIV.
INDUSTRIAL EDUCATION, 103 INDUSTRIAL EDUCATION BUILDING, UNIVERSITY OF MISSOURI, COLUMBIA, MISSOURI 65201 ($1.50).
PUB DATE - FEB66 100P.

DESCRIPTORS - *STUDY GUIDES; *DISTRIBUTIVE EDUCATION; *SALESMANSHIP; HIGH SCHOOLS; POST SECONDARY EDUCATION

ABSTRACT - THIS STUDY GUIDE IS FOR BOTH TEACHER AND STUDENT USE IN A COURSE FOR HIGH SCHOOL OR POST-SECONDARY STUDENTS WITH CAREER OBJECTIVES IN SALESMANSHIP AND MERCHANDISING. IT WAS DEVELOPED BY A CONSULTANT COMMITTEE AND RESEARCH ASSISTANTS AT THE STATE LEVEL AND TESTED IN A PILOT PROGRAM. THE STUDENT OBJECTIVES ARE TO (1) GAIN A MASTERY OF PRACTICAL JOB SKILLS AND PROCEDURES, (2) GAIN A COMPREHENSION OF THE TECHNICAL AND RELATED INFORMATION, AND (3) DEVELOP PERSONAL-SOCIAL TRAITS. EACH OF THE 20 ASSIGNMENTS INCLUDES (1) EXPLANATION, (2) ASSIGNMENT, (3) REFERENCE, AND (4) QUESTIONS. SOME ASSIGNMENT TITLES ARE (1) RETAILING IN OUR MODERN SOCIETY, (2) WHY PEOPLE BUY, (3) PLUS SELLING, (4) MERCHANDISING, (5) SELLING THROUGH MEDIA, AND (6) CAREERS IN SELLING. A CHART CORRELATES JOB-TRAINING STEPS, RELATED INFORMATION AND ASSIGNMENTS. TRAINING PLAN AND PROGRESS RECORD FORMS FOR USE BY STUDENT, EMPLOYER, AND TEACHER ARE INCLUDED. TIME REQUIRED FOR THIS COURSE IS 180 HOURS. THREE TESTS ARE REQUIRED: (1) WINGATE AND NOLAN, "FUNDAMENTALS OF SELLING," EIGHTH EDITION, 1964, (2) ROBINSON, BLACKER, AND LOGAN, "STORE SALESMANSHIP," FIFTH EDITION, 1959, AND (3) RICHERT, MEYER, AND HAINES, "RETAILING PRINCIPLES AND PRACTICES," FOURTH EDITION, 1962. AN ANSWER KEY (VT 002 059) IS AVAILABLE FOR 50 CENTS FROM THE SAME SOURCE. (MM)

VT 002 793
TRAHAN, LOIS; BRIDGES, ELIZABETH
PERSONAL DEVELOPMENT FOR GIRLS.

TEXAS UNIV., AUSTIN. INSTRUCTIONAL MATERIALS LAB.
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($4.00).
PUB DATE - OCT66 151P.

DESCRIPTORS - *FEMALES; PERSONALITY; *STUDY GUIDES; *HYGIENE; *DISTRIBUTIVE EDUCATION; *INDIVIDUAL DEVELOPMENT; HIGH SCHOOLS; POST SECONDARY EDUCATION

ABSTRACT - FACTORS OF PERSONAL DEVELOPMENT ARE PRESENTED IN THIS STUDY GUIDE WHICH AIMS TO HELP YOUNG WOMEN IN HIGH SCHOOL OR JUNIOR COLLEGE ACQUIRE A BUSINESS PERSONALITY NECESSARY FOR SUCCESS IN CAREERS IN DISTRIBUTION. THE MANUAL WAS DEVELOPED BY A DISTRIBUTIVE EDUCATION HIGH SCHOOL TEACHER FAMILIAR WITH THE PERSONAL PROBLEMS ENCOUNTERED BY HIGH SCHOOL DISTRIBUTIVE EDUCATION STUDENTS PREPARING FOR EMPLOYMENT. THIRTY-TWO ASSIGNMENTS ARE IN THREE SECTIONS: DEVELOPING PERSONAL HEALTH, DEVELOPING PERSONAL APPEARANCE, AND PERSONAL SKILLS AND BEHAVIOR. EXAMPLES OF ASSIGNMENTS ARE: (1) WEIGHT CONTROL, (2) HAIR CARE, (3) PLANNING YOUR WARDROBE, (4) TELEPHONE PERSONALITY, AND (5) LOYALTY. ASSIGNMENTS CONTAIN INFORMATION ON THE TOPICS, QUESTIONS, AND PROJECTS. A SEPARATE ANSWER BOOK (VT 002 365) IS AVAILABLE. (SL)

VT 002 830
RECORDS AND CREDIT IN PROFITABLE MANAGEMENT . ADMINISTRATIVE MANAGEMENT COURSE PROGRAM TOPIC 2.

SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.
SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C. 20402 (SBA1.24:2, $1.25).
PUB DATE - 64 77P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; ADULT VOCATIONAL EDUCATION; BUSINESS; *TEACHING GUIDES; *RECORDKEEPING; *CREDIT (FINANCE); *MANAGERIAL OCCUPATIONS; MANAGEMENT EDUCATION; UNITS OF STUDY (SUBJECT FIELDS)

ABSTRACT - THE ADMINISTRATIVE MANAGEMENT

COURSE PROGRAM WAS DEVELOPED BY THE SMALL BUSINESS ADMINISTRATION (SBA) IN COOPERATION WITH EDUCATIONAL INSTITUTIONS IN 1954 TO BRING MODERN MANAGEMENT KNOWLEDGE AND TECHNIQUES TO OWNERS AND MANAGERS OF SMALL BUSINESSES. A COMMITTEE ON MANAGEMENT EDUCATION WAS FORMED CONSISTING OF REPRESENTATIVES OF THE DISTRIBUTIVE EDUCATION DIVISION OF THE AMERICAN VOCATIONAL ASSOCIATION, AND THE SBA TO STUDY WAYS OF MEETING THE SMALL-BUSINESS MANAGEMENT NEEDS OF SMALL COMMUNITIES. THE COMMITTEE RECOMMENDED THAT A SERIES OF SUBJECT PRESENTATIONS BE DEVELOPED. THIS DOCUMENT IS ONE OF THE RECOMMENDED SERIES AND INCLUDES LESSON PLANS, LECTURES, VISUAL AIDS, CASE STUDIES, HANDOUT MATERIALS, ASSIGNMENTS, AND A BIBLIOGRAPHY FOR TEACHING ABOUT THE RECORDS AND CREDIT IN PROFITABLE MANAGEMENT. THE COURSE IS DESIGNED TO BE TAUGHT BY AN ACCOUNTANT OR MANAGEMENT CONSULTANT. RELATED DOCUMENTS ARE AVAILABLE AS VT 000 238, VT 001 700, VT 002 029, VT 005 516, VT 006 637-VT 006 641, AND VT 006 643-VT 006 648. (DM)

VT 002 926
COURSE OF STUDY FOR MARKETING II.

TENNESSEE STATE BOARD FOR VOCATIONAL EDUCATION, NASHVILLE
TENNESSEE VOCATIONAL CURRICULUM LAB., MURFREESBORO
VOCATIONAL CURRICULUM LABORATORY, BOX 1114, MURFREESBORO, TENNESSEE 37130 (SINGLE COPIES $5.00).
PUB DATE - 66 420P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; GRADE 12; *CURRICULUM GUIDES; *TEACHING GUIDES; *MARKETING

ABSTRACT - DEVELOPED BY DISTRIBUTIVE EDUCATION TEACHERS FOR THE SENIOR LEVEL OF A 2-YEAR DISTRIBUTIVE EDUCATION CURRICULUM, MARKETING II HAS THE SAME FORMAT AS THE COMPANION MANUAL, MARKETING I (VT 002 931). WITH THE INSTRUCTIONAL OUTLINE AND TEACHING SUGGESTIONS FOR EACH MAJOR SUBJECT AREA ARE A LIST OF MATERIALS AND EQUIPMENT NEEDED, SUGGESTED HAND-OUT SHEETS, A BIBLIOGRAPHY, AND A GLOSSARY OF TERMS. THE MAJOR SECTIONS ARE: (1) CAREER PLANNING FOR PROFESSIONAL GROWTH, (2) SALES PROMOTION AND PUBLIC RELATIONS, (3) ADVERTISING, (4) VISUAL MERCHANDISING, (5) MERCHANDISING, (6) ECONOMICS, AND (7) BUSINESS PSYCHOLOGY. THE MATERIAL IS IN LOOSE LEAF FORM. MIMEOGRAPHED SINGLE COPIES ARE AVAILABLE FOR $5.00 EACH FROM VOCATIONAL CURRICULUM LABORATORY, BOX 1114, MURFREESBORO, TENNESSEE 37130. (SL)

VT 002 931
COURSE OF STUDY FOR MARKETING I.

TENNESSEE STATE BOARD FOR VOCATIONAL EDUCATION, NASHVILLE
TENNESSEE VOCATIONAL CURRICULUM LABORATORY, MURFREESBORO
VOCATIONAL CURRICULUM LABORATORY, BOX 1114, MURFREESBORO, TENNESSEE 37130 (SINGLE COPIES $5.00).
PUB DATE - 66 379P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; GRADE 11; *CURRICULUM GUIDES; *TEACHING GUIDES; *MARKETING

ABSTRACT - THIS FIRST OF A 2-YEAR DISTRIBUTIVE EDUCATION CURRICULUM IN MARKETING WAS DEVELOPED AND FIELD TESTED BY DISTRIBUTIVE EDUCATION TEACHERS FOR HIGH SCHOOL JUNIORS. ALTHOUGH IT WAS DESIGNED FOR USE WITH THE PROJECT METHOD OF INSTRUCTION, IT MAY BE ADAPTED FOR USE IN THE COOPERATIVE METHOD. FOR EACH MAJOR SUBJECT AREA ARE A TOPICAL OUTLINE WITH TEACHING SUGGESTIONS, A BIBLIOGRAPHY, A LIST OF MATERIALS AND EQUIPMENT NEEDED, SUGGESTED HANDOUT SHEETS, AND A GLOSSARY OF TERMS. THE MAJOR SECTIONS ARE: (1) INTRODUCTION TO MARKETING I, (2) SALES SUPPORTING ACTIVITIES, (3) SALESMANSHIP, (4) SALES PROMOTION, (5) BUSINESS ORGANIZATION, AND (6) OPPORTUNITIES IN MARKETING. THE MATERIAL IS IN LOOSELEAF FORM. MIMEOGRAPHED SINGLE COPIES ARE AVAILABLE FOR $5.00 EACH FROM VOCATIONAL CURRICULUM LABORATORY, BOX 1114, MURFREESBORO, TENNESSEE 37130. (SL)

VT 003 137
CHANCEY, GILBERT E.
MERCHANDISE INFORMATION UNIT -- NEED FOR MERCHANDISE INFORMATION.

KENTUCKY UNIVERSITY, LEXINGTON. INSTRUCTIONAL MATERIALS LABORATORY, DE-81
PUB DATE - NOV66 30P.

DESCRIPTORS - *SALESMANSHIP; *MERCHANDISE INFORMATION; *DISTRIBUTIVE EDUCATION; *TEACHING GUIDES; TRANSPARENCIES; GRADE 11; GRADE 12; UNITS OF STUDY (SUBJECT FIELDS)

ABSTRACT - DESIGNED FOR TEACHER USE, THE UNIT AIMS TO DEVELOP IN STUDENTS AN APPRECIATION OF AND THE DESIRE TO OBTAIN THE MERCHANDISE INFORMATION REQUIRED FOR BECOMING A RESOURCEFUL SALES PERSON. THE FIRST OF SIX IN THE SERIES, IT WAS DEVELOPED BY THE INSTRUCTIONAL MATERIALS LABORATORY FOR USE BY JUNIOR OR SENIOR STUDENTS IN DISTRIBUTIVE EDUCATION PROGRAMS. SUGGESTIONS FOR INTRODUCING THE UNIT ARE GIVEN. SUBJECT MATTER TOPICS ARE THE IMPORTANCE OF RELIABLE MERCHANDISE INFORMATION, THE NECESSITY OF TRANSLATING MERCHANDISE INFORMATION CLEARLY AND AUTHORITATIVELY TO CUSTOMERS, DETERMINING THE PRODUCT INFORMATION, AND USING MERCHANDISE INFORMATION AS SELLING POINTS. ACCOMPANYING EACH TOPIC ARE INTRODUCTORY INFORMATION, A SUMMARY, SUGGESTED TEACHING-LEARNING ACTIVITIES, AND SUGGESTED REFERENCES AND INSTRUCTIONAL MATERIALS. THIRTEEN TRANSPARENCY MASTERS ARE INCLUDED. (SL)

VT 003 139
CHANCEY, GILBERT
MERCHANDISE INFORMATION UNIT -- LABELS AND ATTACHED DESCRIPTIVE MATERIALS.

KENTUCKY UNIVERSITY, LEXINGTON. INSTRUCTIONAL MATERIALS LABORATORY, DE-94
PUB DATE - OCT66 22P.

DESCRIPTORS - *SALESMANSHIP; *MERCHANDISE INFORMATION; *DISTRIBUTIVE EDUCATION;

*TEACHING GUIDES; UNITS OF STUDY (SUBJECT FIELDS); GRADE 11; GRADE 12; TRANSPARENCIES

ABSTRACT - THE OBJECTIVE OF THE UNIT IS TO HELP THE TEACHER DEVELOP STUDENT UNDERSTANDINGS AND ABILITIES REQUIRED TO OBTAIN, INTERPRET, AND TRANSLATE TO CUSTOMERS THE MERCHANDISE INFORMATION CONTAINED ON PRODUCT LABELS AND ATTACHED DESCRIPTIVE MATERIALS. IT WAS DEVELOPED BY THE INSTRUCTIONAL MATERIALS LABORATORY FOR JUNIOR OR SENIOR DISTRIBUTIVE EDUCATION STUDENTS. SUGGESTIONS FOR INTRODUCING THE UNIT ARE GIVEN. SUBJECT MATTER TOPICS ARE: (1) UNDERSTANDING HOW MERCHANDISE INFORMATION CAN BE OBTAINED FROM PRODUCT LABELS AND ATTACHED DESCRIPTIVE LABELS, AND INTERPRETING AND TRANSLATING INFORMATION OBTAINABLE FROM PRODUCT LABELS AND ATTACHED DESCRIPTIVE MATERIALS. ACCOMPANYING THE TOPICS ARE INTRODUCTORY INFORMATION, A SUMMARY, SUGGESTED TEACHING-LEARNING ACTIVITIES, AND SUGGESTED REFERENCES AND INSTRUCTIONAL MATERIALS. SIX TRANSPARENCY MASTERS ARE INCLUDED. THIS UNIT IS ONE OF SIX OF A MERCHANDISE INFORMATION COURSE OF STUDY. (SL)

VT 003 181
BURBRINK, PAULINE W., COMP.
MOTIVATE FOR PROFIT, A TWELVE-HOUR COURSE FOR MANAGEMENT AND SUPERVISORS BASED ON ALL OF THE LATEST RESEARCH AND STUDIES OF MOTIVATION.

TEXAS UNIV., AUSTIN. INSTRUCTIONAL MATERIALS LAB.
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($4.00).
PUB DATE - APR67 97P.

DESCRIPTORS - *TEACHING GUIDES; *CURRICULUM GUIDES; *DISTRIBUTIVE EDUCATION; SUPERVISORS; *MOTIVATION; POST SECONDARY EDUCATION; ADULT VOCATIONAL EDUCATION

ABSTRACT - THIS MANUAL IS FOR TEACHER USE IN A COURSE DESIGNED TO GIVE SUPERVISORS AN UNDERSTANDING OF HUMAN MOTIVATION AND HOW TO USE IT WITH THEIR PERSONNEL. IT WAS DEVELOPED FOR ADULT EDUCATION BY THE RESEARCH DIRECTOR OF DISTRIBUTIVE EDUCATION FROM TRAINING MATERIALS USED IN TEACHING SUPERVISORY PERSONNEL OF MAJOR MARKETERS. SUBJECT MATTER UNITS ARE: (1) MAN AND HIS WORK, (2) MOTIVES AND MOTIVATION, (3) JOB ATTITUDE FACTORS, (4) MOTIVATION TECHNIQUES, AND (5) MOTIVATION TECHNIQUES AT WORK--DEMONSTRATIONS. EACH IS OUTLINED AND CORRELATED WITH INSTRUCTIONAL SUGGESTIONS AND HANDOUT SHEETS. THE TEACHER SHOULD HAVE A DEGREE IN PSYCHOLOGY, MANAGEMENT, OR SUPERVISION. INFORMATION IS TO BE PRESENTED BY LECTURE, BUT IT IS RECOMMENDED THAT SUPPLEMENTAL BOOKS, JOURNALS, AND TECHNICAL PUBLICATIONS BE USED AS REFERENCES. (MM)

VT 003 182
CONGRATULATIONS ON BECOMING A TRAINING SPONSOR.

TEXAS UNIV., AUSTIN. INSTRUCTIONAL MATERIALS LABORATORY
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($.35 EACH OR $.25 EACH IN LOTS OF 10 OR MORE).
PUB DATE - JUL66 25P.

DESCRIPTORS - *MANUALS; *DISTRIBUTIVE EDUCATION; *EMPLOYERS; *COOPERATIVE EDUCATION; HIGH SCHOOLS; POST SECONDARY EDUCATION

ABSTRACT - THE PURPOSE OF THE MANUAL IS TO SERVE AS A GUIDE FOR TRAINING SPONSORS OF COOPERATIVE DISTRIBUTIVE EDUCATION STUDENTS. IT WAS DEVELOPED BY THE ASSOCIATE DIRECTOR OF RESEARCH IN DISTRIBUTIVE EDUCATION AT STATE LEVEL AND INCLUDES THE FOLLOWING INFORMATION: (1) A DEFINITION OF TERMS, (2) WHAT IS DISTRIBUTIVE EDUCATION (DE), (3) WHY IS THE DE PROGRAM NECESSARY, (4) WHAT ARE THE ADVANTAGES OF DE TO THE COMMUNITY, (5) HOW DOES THE DE PROGRAM OPERATE, (6) IN WHAT TYPE OF BUSINESSES AND TYPES OF JOBS DO STUDENTS TRAIN, (7) WHAT IS THE COORDINATOR'S RESPONSIBILITY TO YOU, (8) WHAT ARE YOUR RESPONSIBILITIES TO THE COORDINATOR, STUDENTS, AND SCHOOL, (9) HOW DO YOU TRAIN A STUDENT IN YOUR ORGANIZATION, (10) WHAT SHOULD YOU TEACH THE STUDENT-TRAINEE, (11) HOW TO TEACH STUDENT-TRAINEES, (12) HOW TO SUPERVISE THE TRAINEE'S WORK, (13) ADVICE FROM OTHER TRAINING SPONSORS, (14) WHAT IS THE DE CURRICULUM, AND (15) WHAT RECORDS WILL YOU BE REQUIRED TO MAINTAIN ON THE TRAINEE. THE MANUAL, TO BE USED BY THE TRAINING SPONSOR, IS DESIGNED FOR TEXAS BUT IS ADAPTABLE TO OTHER STATES. (MM)

VT 003 184
NEWSPAPER CIRCULATION, PRINCIPLES AND DEVELOPMENT OF MODERN NEWSPAPER CIRCULATION METHODS.

TEXAS CIRCULATION MANAGERS ASSOCIATION
TEXAS UNIV., AUSTIN. INSTRUCTIONAL MATERIALS LABORATORY
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($4.00).
PUB DATE - OCT66 231P.

DESCRIPTORS - *STUDY GUIDES; *TEXTBOOKS; *DISTRIBUTIVE EDUCATION; *NEWSPAPERS; *MARKETING; HIGH SCHOOLS; ADULT VOCATIONAL EDUCATION; INDIVIDUAL INSTRUCTION

ABSTRACT - SPECIFIC INSTRUCTION FOR DISTRIBUTIVE EDUCATION STUDENTS OR ADULTS TRAINING FOR NEWSPAPER CIRCULATION MANAGEMENT IS PROVIDED IN THIS BOOK. ORIGINALLY PUBLISHED IN 1948 BY THE TEXAS CIRCULATION MANAGERS ASSOCIATION, THE MATERIAL WAS REVISED AT THE REQUEST OF THE STATE BOARD OF VOCATIONAL EDUCATION, AND THE ASSIGNMENTS WERE WRITTEN BY A DISTRIBUTIVE EDUCATION TEACHER-COORDINATOR. SUBJECT AREAS ARE (1) INTRODUCTION TO NEWSPAPER CIRCULATION WORK, (2) CIRCULATION OPERATION PROCEDURE, (3) THE NEWSPAPER CARRIER, HIS RESPONSIBILITIES AND TRAINING, (4) DUTIES AND TRAINING OF SUPERVISORY PERSONNEL, AND (5) COUNTRY

CIRCULATION. TWENTY-SIX ASSIGNMENTS HAVE QUESTIONS AND PROJECTS COORDINATED WITH THE INSTRUCTIONAL CONTENT. AN ANSWER BOOK (VT 003 183) IS AVAILABLE FROM THE SAME SOURCE FOR $2.50. (MM)

VT 003 265
SPARKS, MAVIS C.; CHANCEY, GILBERT E.
CAREER DEVELOPMENT UNIT--PERSONAL DEVELOPMENT AND HUMAN RELATIONS.

KENTUCKY UNIV., LEXINGTON. INSTRUCTIONAL MATERIALS LAB.
PUB DATE - MAR67 61P.

DESCRIPTORS - *TEACHING GUIDES; HIGH SCHOOLS; TRANSPARENCIES; *DISTRIBUTIVE EDUCATION; *HYGIENE; *PERSONALITY; WORK ATTITUDES; *INDIVIDUAL DEVELOPMENT

ABSTRACT - THE PURPOSE OF THIS GUIDE IS TO HELP TEACHERS DEVELOP IN HIGH SCHOOL DISTRIBUTIVE EDUCATION STUDENTS THE PERSONAL CHARACTERISTICS, SOCIAL SKILLS, WORK HABITS, AND ATTITUDES ESSENTIAL TO JOB SUCCESS AND ADVANCEMENT. IT WAS DEVELOPED BY THE INSTRUCTIONAL MATERIALS LABORATORY AT STATE LEVEL FOR USE BY CERTIFIED DISTRIBUTIVE EDUCATION TEACHERS. CONTENT AREAS ARE (1) IMPORTANCE OF APPROPRIATE DRESS AND GROOMING, (2) IMPORTANCE OF GOOD HEALTH HABITS, (3) APPROPRIATE ETIQUETTE FOR DISTRIBUTIVE EMPLOYMENT, (4) PRACTICING GOOD ETHICS ON THE JOB, AND (5) DEVELOPMENT OF GOOD WORK HABITS, ATTITUDES, AND RELATIONS WITH OTHERS. INFORMATION FOR STUDENT USE, A BIBLIOGRAPHY, AND 24 TRANSPARENCIES ARE INCLUDED. (MM)

VT 003 608
ROWE, KENNETH L.
ARIZONA DISTRIBUTIVE EDUCATION ADULT PROGRAMS HANDBOOK.

ARIZONA STATE UNIV., TEMPE. COLL. OF BUSINESS ADMINISTRATION
ARIZONA STATE DEPT. OF VOCATIONAL EDUCATION, PHOENIX. DISTRIBUTIVE EDUCATION SERVICE
PUB DATE - 64 82P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *ADULT VOCATIONAL EDUCATION; *PROGRAM PLANNING; *PROGRAM GUIDES; PROGRAM DEVELOPMENT; SUPERVISORY TRAINING; *MANAGEMENT EDUCATION; RETAILING
IDENTIFIERS - *ARIZONA

ABSTRACT - THIS DOCUMENT WAS PREPARED TO PROVIDE A SINGLE COURSE OF REFERENCE FOR TEACHER-COORDINATORS DEVELOPING ADULT PROGRAMS. INCLUDED IN THE CONTENTS ARE: (1) PHILOSOPHY OF ADULT DISTRIBUTIVE EDUCATION (DE) IN ARIZONA, (2) ORGANIZATION, (3) DIVISION AND BREAKDOWN OF STATEWIDE RESPONSIBILITIES, (4) HIGH SCHOOL TEACHER-COORDINATORS' RESPONSIBILITIES IN ADULT DE, (5) A STUDY OF THE BUSINESSMEN OF COLUMBIA COUNTY, WISCONSIN, (6) HOW TO PERSUADE BUSINESSMEN TO STUDY MANAGEMENT, (7) HOW TO DO IT, (8) POSSIBLE COURSE OFFERINGS ON THE ADULT LEVEL, AND (9) CERTIFICATES. INCLUDED IN THE APPENDIX ARE: (1) 14 HANDOUTS FOR SUPERVISORY-RELATIONS CLASS, (2) A SAMPLE OF FLYERS, (3) 25 HANDOUTS THAT MIGHT BE USED FOR OTHER ADULT CLASSES, AND (4) SOME CASE PROBLEMS IN RETAIL MANAGEMENT. (MM)

VT 003 609
ROWE, KENNETH
ADVANCED SALES TRAINING AND TECHNIQUES, AN INSTRUCTOR'S GUIDE .

ARIZONA UNIV., TUSCON. DIV. OF CONTINUING EDUCATION
ARIZONA STATE DEPT. OF VOCATIONAL EDUCATION, PHOENIX. DISTRIBUTIVE EDUCATION SERVICE
PUB DATE - 64 43P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *SALESMANSHIP; *ADULT VOCATIONAL EDUCATION; RETAILING; *TEACHING GUIDES; HUMAN RELATIONS; MERCHANDISING; *SALES OCCUPATIONS

ABSTRACT - THIS TEACHING GUIDE IS FOR USE IN CONDUCTING A COURSE FOR ADULTS IN SALESMANSHIP. IT WAS DEVELOPED BY A TEACHER EDUCATOR AND WAS REFINED BY USE WITH ADULT GROUPS. THE CONTENT OBJECTIVES ARE TO DEVELOP SKILLS AND UNDERSTANDINGS THROUGH PREPARATORY OR REFRESHER COURSES IN SALESMANSHIP. UNITS ARE: (1) INTRODUCTION, WHY THIS CLASS, PREVIEW OF THE COURSE AND DISTRIBUTION IN A FREE ECONOMY, (2) CUSTOMER TYPES, THE PSYCHOLOGICAL APPROACH, (3) CREATIVE IMAGINATION IN SELLING, (4) MERCHANDISE INFORMATION AND PRESENTATION, (5) OVERCOMING OBJECTIVES AND PSYCHOLOGICAL WALLS, (6) CLOSING THE SALE AND SUGGESTION SELLING, (7) HUMAN RELATIONS, AND (8) MERCHANDISE SECURITY AND CONTROL. EACH OF THE EIGHT UNITS WERE DESIGNED FOR A 2 1/2-HOUR CLASS PERIOD AND CAN BE ADAPTED TO THE SPECIAL NEEDS OF THE STUDENTS. THE TEACHER SHOULD HAVE EXPERIENCE IN SELLING AND IN TEACHING ADULTS. STUDENTS SHOULD HAVE SOME EXPERIENCE IN SALES OR BE PLANNING TO ENTER THE FIELD. EACH UNIT CONTAINS SUGGESTIONS TO THE INSTRUCTOR AND THE TEACHING OUTLINE. (MM)

VT 003 610
ROWE, KENNETH L.
SPONSOR DEVELOPMENT PROGRAM, A SUGGESTED TEN HOUR COURSE FOR DE TRAINING SPONSORS.

ARIZONA UNIV., TUCSON. DIV. OF CONTINUING EDUCATION.
ARIZONA STATE DEPT. OF VOCATIONAL EDUCATION, PHOENIX. DISTRIBUTIVE EDUCATION SERVICE.
PUB DATE - ND 27P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *COURSE DESCRIPTIONS; ADULT EDUCATION; *INSTRUCTOR COORDINATORS; *INSTRUCTIONAL MATERIALS; PROGRAM GUIDES; EMPLOYERS; *SUPERVISORY TRAINING

ABSTRACT - THIS COURSE DESCRIPTION OF AN ADULT TRAINING PROGRAM FOR DISTRIBUTIVE EDUCATION (DE) TRAINING SPONSORS WAS PREPARED AS A GUIDE FOR DE COORDINATORS INTERESTED IN INITIATING SIMILAR PROGRAMS. INCLUDED IS AN OUTLINE OF THE SPONSOR DEVELOPMENT PROGRAM, TEACHING MATERIAL, AND A COPY OF THE ARIZONA SPONSOR DEVELOPMENT PROGRAM. CONTENTS OF THE SPONSOR PROGRAM INCLUDE: (1) JUSTIFICATION OF SUCH A PROGRAM, (2) THE FIVE PHASES OF THE PROGRAM, (3) RESPONSIBILITIES OF THE SPONSOR

AND WAYS IN WHICH COORDINATOR CAN ASSIST, (4) AN ON-THE-JOB GUIDE SHEET, (5) EXPECTED RESULTS, (6) A SUGGESTED TRAINING CALENDAR, AND (7) ORGANIZATION PROCEDURES FOR THE PROGRAM. (JS)

VT 003 724
SHOPLIFTING PREVENTION CLINIC, INSTRUCTOR'S GUIDE.

LOUISIANA STATE DEPT. OF EDUCATION, BATON ROUGE
PUB DATE - 67 73P.

DESCRIPTORS - *TEACHING GUIDES; *CURRICULUM GUIDES; *DISTRIBUTIVE EDUCATION; *SHOPLIFTING; ADULT VOCATIONAL EDUCATION

ABSTRACT - THIS GUIDE IS FOR TEACHER USE IN PRESENTING A COURSE IN PREVENTING SHOPLIFTING FOR MANAGEMENT, SUPERVISORS, SALESMEN, OR ANY OTHER RETAIL STORE EMPLOYEES WHO NEED THE KNOWLEDGE. INSTRUCTIONAL OUTLINES AND SUGGESTIONS TO THE INSTRUCTOR ARE COORDINATED IN PARALLEL COLUMNS FOR THE UNITS--THE PROBLEM OF SHOPLIFTING, DETECTING PATTERNS OF DISHONESTY AMONG CONSUMERS, METHODS OF CONTROLLING SHOPLIFTING, AND SHOPLIFTING LAWS AND PROCEDURES OF APPREHENSION AND PROSECUTION. THE COURSE IS TO BE TAUGHT IN FOUR SESSIONS OF 2 HOURS EACH OR A TOTAL OF 8 HOURS. A BIBLIOGRAPHY AND NEWSPAPER AND MAGAZINE ARTICLES ABOUT SHOPLIFTING ARE INCLUDED. (MM)

VT 003 737
KARNES, JAMES P.
MANAGEMENT GROUP INSTRUCTION, A COURSE OF STUDY DESIGNED FOR STUDENTS PREPARING FOR OR PRESENTLY EMPLOYED IN DISTRIBUTIVE OCCUPATIONS.

MISSOURI UNIV., COLUMBIA. DEPT. OF INDUSTRIAL EDUCATION
MISSOURI STATE DEPT. OF EDUCATION, JEFFERSON CITY. INDUSTRIAL EDUCATION SECTION
INDUSTRIAL EDUCATION, 103 INDUSTRIAL EDUCATION BUILDING, UNIVERSITY OF MISSOURI, COLUMBIA, MISSOURI 65201 ($1.50).
PUB DATE - APR67 53P.

DESCRIPTORS - *STUDY GUIDES; *DISTRIBUTIVE EDUCATION; *MANAGEMENT; HIGH SCHOOLS

ABSTRACT - THIS COURSE OF STUDY WAS DESIGNED FOR GROUP INSTRUCTION OF DISTRIBUTIVE EDUCATION STUDENTS IN THE AREA OF MANAGEMENT. IT WAS DEVELOPED BY A COMMITTEE OF GRADUATE STUDENTS AND QUALIFIED INSTRUCTORS AT THE STATE LEVEL. TITLES OF ASSIGNMENT SHEETS, DEVELOPED BY AN ANALYSIS OF MANAGEMENT FUNCTIONS, ARE (1) BUSINESS ORGANIZATION, (2) MARKETING MANAGEMENT, (3) BUYING AND PRICING, (4) SELLING, PROMOTION AND DELIVERY, (5) FINANCIAL CONTROL AND CONSUMER CREDIT, (6) BUSINESS RISK AND INVESTMENT, (7) PRODUCTION MANAGEMENT, (8) EMPLOYER-EMPLOYEE RELATIONSHIPS, (9) EMPLOYER COMPENSATION AND BENEFITS, (10) USES OF FINANCIAL RECORDS, (11) BUDGETARY CONTROL AND BUSINESS TAXATION, (12) GOVERNMENTAL INFLUENCES, AND (13) CAREER PLANNING. EACH ASSIGNMENT SHEET CONTAINS ASSIGNMENT, REFERENCE TO A REQUIRED TEXT, AND QUESTIONS. JUNIOR STUDENTS SHOULD USE THE GUIDE UNDER THE DIRECTION OF A QUALIFIED DISTRIBUTIVE EDUCATION TEACHER FOR 1 SEMESTER. A JOB AND INFORMATION ANALYSIS AND PROGRESS RECORDS FOR STUDENT, TEACHER, AND EMPLOYER USE ARE INCLUDED. THE REQUIRED REFERENCE FOR USE WITH THE ASSIGNMENT SHEETS IS "BUSINESS PRINCIPLES, ORGANIZATION, AND MANAGEMENT," TONNE, SIMON, AND MCGILL, SECOND EDITION, MCGRAW HILL BOOK COMPANY, GREGG DIVISION, MANCHESTER, MISSOURI 63062--1963. AN ANSWER KEY (VT 003 738) IS AVAILABLE FOR 50 CENTS. (MM)

VT 003 739
KARNES, JAMES P., ED.
MANAGEMENT INDIVIDUAL STUDY, A COURSE OF STUDY DESIGNED FOR STUDENTS PREPARING FOR OR PRESENTLY EMPLOYED IN DISTRIBUTIVE OCCUPATIONS .

MISSOURI UNIV., COLUMBIA. DEPT. OF INDUSTRIAL EDUCATION
MISSOURI STATE DEPT. OF EDUCATION, JEFFERSON CITY. INDUSTRIAL EDUCATION SECTION
INDUSTRIAL EDUCATION, 103 INDUSTRIAL EDUCATION BUILDING, UNIVERSITY OF MISSOURI, COLUMBIA, MISSOURI 65201N($1.50).
PUB DATE - APR67 87P.

DESCRIPTORS - *STUDY GUIDES; *DISTRIBUTIVE EDUCATION; *MARKETING; *MANAGEMENT; RETAILING; GRADE 11; GRADE 12; INDEPENDENTNSTUDY; STUDENT RECORDS; *COOPERATIVE EDUCATION

ABSTRACT - THIS SELF-STUDY WORKBOOK, DESIGNED TO BE USED BY STUDENTS PREPARING FOR OR PRESENTLY EMPLOYED IN DISTRIBUTIVE EDUCATION, WAS PREPARED IN THE DEPARTMENT OF DISTRIBUTIVE EDUCATION AND INDUSTRIAL EDUCATION AT THE UNIVERSITY OF MISSOURI AND DESIGNED TO BE USED WITH HERBERT A. TONNE, ET AL., "BUSINESS PRINCIPLES, ORGANIZATION, AND MANAGEMENT, SECOND EDITION" (MCGRAW-HILL BOOK COMPANY, 1963). ITS PRIMARY PURPOSE IS TO PROVIDE A GUIDE FOR BASIC KNOWLEDGE AND TRAINING IN THE FIELD OF RETAIL MERCHANDISING THROUGH THE THREE TYPES OF LEARNING REQUIRED FOR OCCUPATIONAL COMPETENCY: (1) MASTERY OF JOB SKILLS, (2) COMPREHENSION OF TECHNICAL AND RELATED INFORMATION, AND (3) DEVELOPMENT OF ESSENTIAL PERSONAL-SOCIAL TRAITS. THE 14 ASSIGNMENT SHEETS CONCERN THE RELATED MATERIALS AND INCLUDE THE FOLLOWING UNITS: (1) PROPRIETORSHIPS AND PARTNERSHIPS, (2) CORPORATIONS, (3) MARKETING MANAGEMENT, (4) BUYING AND PRICING, (5) SELLING, PROMOTION, AND DELIVERY, (6) FINANCIAL CONTROL, (7) BUSINESS RISK, (8) PRODUCTION MANAGEMENT, (9) EMPLOYER-EMPLOYEE RELATIONS, (10) EMPLOYEE COMPENSATION, (11) FINANCIAL RECORDS, (12) BUDGETARY CONTROL, (13) GOVERNMENTAL INFLUENCES ON BUSINESS, AND (14) CAREER PLANNING. A PROGRESS SHEET FOR RECORDING JOB EXPERIENCES WITHIN EACH TRAINING AREA IS PROVIDED. AN ANSWER BOOK MAY BE OBTAINED FROM THE SOURCE OF AVAILABILITY INDICATED FOR THIS DOCUMENT. (MU)

VT 004 599 ED 018 655
HAGENAU, E.L., AND OTHERS
PARTICIPATION EXPERIENCES, A HANDBOOK FOR

PROJECT TEACHING . A MANUAL FOR USE WITH "A FIRST LOOK AT DISTRIBUTION," WASHINGTON STATE DISTRIBUTIVE EDUCATION COURSE OUTLINE.

WASHINGTON STATE BOARD FOR VOCATIONAL EDUCATION, OLYMPIA. DISTRIBUTIVE EDUCATION DIV.
PUB DATE - JUL67 88P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *PROJECT TRAINING METHOD; *PROGRAM GUIDES; *TEACHING METHODS; *TEACHING TECHNIQUES; INSTRUCTIONAL AIDS; HIGH SCHOOLS; COMMUNITY RESOURCES

ABSTRACT - THE PURPOSE OF THE HANDBOOK IS TO ASSIST THE TEACHER IN DEVELOPING AND MAINTAINING STUDENT INTEREST AT A HIGH LEVEL BY THE USE OF REALISTIC, PRACTICAL, AND INTERESTING ACTIVITIES IN THE PROJECT TRAINING METHOD IN DISTRIBUTIVE EDUCATION COURSES. THE MANUAL WAS DEVELOPED FROM RECOMMENDATIONS OF A SPECIAL RESEARCH COMMITTEE OF DISTRIBUTIVE EDUCATION TEACHERS UNDER THE SUPERVISION OF A RESEARCH SPECIALIST, TO BE USED WITH "A FIRST LOOK AT DISTRIBUTION" (VT 001 273). SOME WAYS TO SUSTAIN STUDENT INTEREST ARE--(1) MAINTAIN A STUDENT-CENTERED CLASSROOM, (2) RELATE CONTENT TO FUTURE NEEDS AND INTERESTS, (3) EVALUATE INDIVIDUAL LEARNING AT EVERY STEP, (4) USE REAL MATERIALS AS MUCH AS POSSIBLE, AND (5) PROVIDE ADEQUATE TIME FOR INDEPENDENT ACTIVITIES AND SKILL DEVELOPMENT PROCESSES ON AN INDIVIDUAL BASIS. THE ACTUAL PARTICIPATION EXPERIENCES OR PROJECTS ARE CLASSIFIED UNDER DIRECTED OBSERVATION, ANALYSIS AND EVALUATION, DISCUSSION, AND PRACTICE. SPECIFIC PROCEDURES ARE GIVEN FOR USING (1) THE INDIVIDUALIZED STUDY METHOD, (2) MULTIPLE PROJECT SCHEDULING, (3) COMMUNITY RESOURCES, (4) FIELD TRIPS, (5) RESOURCE SPEAKERS, (6) THE CASE STUDY METHOD, (7) THE LISTENING TEAM TECHNIQUE, (8) BRAINSTORMING, (9) RESEARCH PROJECTS AND REPORTING, (10) ROLE PLAYING, (11) BUSINESS GAMES, (12) THE CONFERENCE METHOD, AND (13) VISUAL AIDS. A BIBLIOGRAPHY IS INCLUDED. (MM)

VT 004 601
PRINCIPLES OF CREDITS AND COLLECTIONS, INSTRUCTOR'S GUIDE.

LOUISIANA STATE DEPT. OF EDUCATION, BATON ROUGE. DISTRIBUTIVE EDUCATION SECTION
PUB DATE - 67 56P.

DESCRIPTORS - *TEACHING GUIDES; *CURRICULUM GUIDES; *DISTRIBUTIVE EDUCATION; *CREDIT; ADULT VOCATIONAL EDUCATION

ABSTRACT - THIS INSTRUCTIONAL OUTLINE IS FOR TEACHER USE IN CONDUCTING AN ADULT CLASS IN CREDITS AND COLLECTIONS. THE OUTLINE WAS PREPARED BY THE STATE DEPARTMENT OF EDUCATION. THE CONTENT OBJECTIVE IS TO PROVIDE AN OVERALL CREDIT VIEW FOR PERSONS EMPLOYED IN, OR INTERESTED IN ENTERING, CREDIT OFFICES. UNITS ARE (1) INTRODUCTION TO CREDITS AND COLLECTIONS, (2) ADVANTAGES AND DISADVANTAGES OF CREDIT, (3) MERCANTILE AND BANK CREDIT, (4) CREDIT INTERVIEW, (5) CREDIT INVESTIGATION, (6) ACCEPTING AND DECLINING APPLICATIONS, (7) CREDIT CONTROLS, (8) COLLECTION PROCEDURES, (9) CREDIT SALES PROMOTION, AND (10) THE CREDIT MANAGER. EACH UNIT CONTAINS (1) AN INSTRUCTIONAL OUTLINE AND SUGGESTIONS TO THE INSTRUCTOR IN PARALLEL COLUMNS, AND (2) AIMS AND OBJECTIVES, A GENERAL OUTLINE, AND MATERIALS AND TEACHING AIDS NEEDED. THE MATERIAL IS TO BE USED BY A QUALIFIED DISTRIBUTIVE EDUCATION INSTRUCTOR OF ADULT EDUCATION CLASSES FOR 20 CLOCK HOURS IN A CLASSROOM SITUATION. A BIBLIOGRAPHY OF TEXTBOOKS AND ADDITIONAL MATERIALS AND SAMPLE HANDOUT SHEETS ARE INCLUDED. (MM)

VT 004 633 ED 017 713
SELF-STUDY PROGRAM IN RETAIL STORE OPERATIONS, UNITS 1-13 AND STUDY GUIDE.

QUAKER OATS CO., CHICAGO, ILL.
PUB DATE - 65 777P.

DESCRIPTORS - ADULT VOCATIONAL EDUCATION; *DISTRIBUTIVE EDUCATION; *FOOD STORES; HIGH SCHOOLS; POST SECONDARY EDUCATION; *PROGRAMED INSTRUCTION; *RETAILING; *STUDY GUIDES

ABSTRACT - THE PURPOSE OF THIS SELF-STUDY PROGRAM IS TO PROVIDE A COMPREHENSIVE VIEW OF TOTAL RETAIL FOOD STORE OPERATIONS AND TO BROADEN THE KNOWLEDGE AND UNDERSTANDING OF THOSE IN OR STUDENTS AND OTHERS PREPARING TO ENTER THE FOOD INDUSTRY. IT WAS DEVELOPED BY THE QUAKER OATS COMPANY FOR ITS SALESMEN BUT WAS EXPANDED FOR USE OUTSIDE THE COMPANY. THE PROGRAM CONSISTS OF 13 SEPARATE SELF-STUDY UNITS AND A STUDY GUIDE. THE INDIVIDUAL UNITS VARY FROM 40 TO 72 PAGES IN LENGTH, AND EACH REQUIRES ABOUT 2 HOURS TO COMPLETE. THE UNITS ARE (1) THE GROCERY INDUSTRY, PAST, PRESENT, AND FUTURE, (2) FROM THE PRODUCER TO THE CONSUMER, (3) THE SUPERMARKET TODAY, (4) PROFIT AND THE SUPERMARKET, (5) THE SUPERMARKET CUSTOMER, (6) THE GROCERY DEPARTMENT, (7) THE MEAT DEPARTMENT, (8) THE PRODUCE DEPARTMENT, (9) THE DAIRY DEPARTMENT, (10) THE FROZEN FOODS DEPARTMENT, (11) THE BAKERY DEPARTMENT, (12) THE FRONT END, AND (13) OTHER DEPARTMENTS IN THE SUPERMARKET. THE PROGRAM INCORPORATES PROGRAMED LEARNING AS THE SELF-INSTRUCTION METHOD. IN ADDITION TO PROGRAMED LEARNING THE UNITS CONTAIN TEXT MATERIAL, DIAGRAMS, AND ILLUSTRATIONS. IN A STUDY OF THE EFFECTIVENESS OF THE PROGRAM BY WESTERN MICHIGAN UNIVERSITY, A COMPARISON OF PRE- AND POST-TEST RESULTS FOR A TYPICAL GROUP OF STORE EMPLOYEES SHOWED A SIGNIFICANT IMPROVEMENT IN THE KNOWLEDGE LEVEL OF THE GROUP. THIS DOCUMENT IS AVAILABLE FOR $4.95 FROM THE QUAKER OATS COMPANY, 345 MERCHANDISE MART PLAZA, CHICAGO, ILLINOIS 60054. (MM)

VT 004 682
TELETRAINING FOR BUSINESS STUDIES. A TEACHER'S GUIDE.

AMERICAN TELEPHONE AND TELEGRAPH CO., NEW YORK, N.Y.
AMERICAN TELEPHONE AND TELEGRAPH COMPANY, BELL SYSTEM, 195 BROADWAY, NEW YORK, NEW YORK.
PUB DATE - 65 127P.

DESCRIPTORS - *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; *COMMUNICATION SKILLS; *FACSIMILE

COMMUNICATION SYSTEMS; ADULT VOCATIONAL EDUCATION; SECONDARY GRADES; ROLE PLAYING

ABSTRACT - DEVELOPED BY THE AMERICAN TELEPHONE AND TELEGRAPH COMPANY'S NATIONAL TEACHERS' CONSULTANT ORGANIZATION AND CLASSROOM TESTED ON A NATIONAL SCOPE, THIS TEACHING GUIDE IS DESIGNED TO AID IN LESSON PLANNING AND CONDUCTING A COURSE IN BUSINESS TELEPHONING. THE MATERIAL COVERED IS APPLICABLE TO ANY SENIOR HIGH, ADULT VOCATIONAL-TECHNICAL, OR RETRAINING PROGRAM REQUIRING PROFICIENCY IN TELEPHONE TECHNIQUES. THE CONTENT IS DIVIDED INTO FIVE SECTIONS, THE FIRST SERVING GENERALLY TO INTRODUCE THE SUBJECT AND ACQUAINT THE STUDENT WITH THE USE OF TELETRAINER PRACTICE TELEPHONES, AND THE SECOND COVERING BASIC TELEPHONE INFORMATION, SUCH AS CORRECTLY PLACING AND ANSWERING BUSINESS AND LONG DISTANCE CALLS. SECTION III DEALS WITH THE ROLE OF THE TELEPHONE IN DISTRIBUTIVE EDUCATION, EMPHASIZING TELEPHONE SALES TECHNIQUES. THE FOURTH SECTION PRESENTS INFORMATION ON TELEPHONE EQUIPMENT RANGING FROM SYSTEMS IN COMMON USE TO SUCH RECENT DEVELOPMENTS AS "TOUCH-TONE SERVICE." THE LAST SECTION PROVIDES ROLE-PLAYING MATERIAL TO BE USED IN DEVELOPING AND EVALUATING TELEPHONE PROCEDURES AND TECHNIQUES. THE MANUAL EMPHASIZES STUDENT PARTICIPATION. SUPPLEMENTARY MATERIALS INCLUDE SAMPLE TESTS, EVALUATION FORMS, DIAGRAMS, DRAWINGS, AND A LIST OF RECOMMENDED FILMSTRIPS. SUGGESTED TIME ALLOTMENT FOR THE UNIT IS 5 TO 10 HOURS. (AW)

VT 004 694 ED 017 716
LOGAN, WILLIAM B. , AND OTHERS
A TWO-YEAR POST-HIGH SCHOOL DISTRIBUTIVE EDUCATION PROGRAM IN THE WHOLESALING FIELD, REPORT OF THE OHIO WHOLESALE MANAGEMENT DEVELOPMENT PROGRAM. MANUAL I, ORGANIZING AND CONDUCTING THE PROGRAM.

NATIONAL ASSOCIATION OF WHOLESALERS, WASHINGTON, D.C.
OHIO STATE DEPT. OF EDUCATION, COLUMBUS. DIV. OF VOCATIONAL EDUCATION.
OHIO STATE UNIV., COLUMBUS. SCHOOL OF EDUCATION.
PUB DATE - 65 54P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; EXPERIMENTAL PROGRAMS; POST SECONDARY EDUCATION; PROGRAM ADMINISTRATION; PROGRAM DEVELOPMENT; *PROGRAM GUIDES; *WHOLESALING

ABSTRACT - THE PURPOSE OF THIS MANUAL IS TO PROVIDE A GUIDE FOR ORGANIZING AND OPERATING A 2-YEAR POST-HIGH SCHOOL DISTRIBUTIVE EDUCATION PROGRAM FOR STUDENTS SEEKING A CAREER IN THE FIELD OF WHOLESALING. THE INFORMATION IS BASED ON ACTUAL EXPERIENCE OF SUCH A PROGRAM CONDUCTED ON AN EXPERIMENTAL BASIS ON THE CAMPUS OF THE OHIO STATE UNIVERSITY FOR 3 YEARS, BEGINNING IN 1961. THE MANUAL INCLUDES INFORMATION ON (1) FACTORS DETERMINING OBJECTIVES FOR THE OHIO WHOLESALE MANAGEMENT DEVELOPMENT PROGRAM, (2) ESTABLISHING THE NEED FOR A PROGRAM ON THE BASIS OF WHOLESALER INTEREST AND STUDENT ENROLLMENT, (3) THE WHOLESALE ADVISORY COMMITTEE--SCOPE, CHARACTERISTICS, FORMATION, AND DUTIES, (4) ADMINISTRATION--LOCATION OF THE PROGRAM, FUNCTIONS OF PERSONNEL, AND FINANCING, (5) STAFF--QUALIFICATIONS, SOURCE OF INSTRUCTORS, TEACHING LOAD, AND STANDARDS OF INSTRUCTION, (6) PROMOTION--ASSISTANCE BY GROUPS AND PROMOTIONAL ACTIVITIES AND MATERIALS, (7) CLASSROOM INSTRUCTION--CURRICULUM CONTENT, LEVEL OF INSTRUCTION, AND TEXTBOOKS, (8) INSTRUCTION ON THE JOB--ON-THE-JOB COORDINATION, STUDENT DISMISSAL, AND IN-CLASS PROGRESS REPORTS, (9) STUDENTS--SOURCES, SCREENING STUDENTS, INTERVIEWING, SCHEDULING, ORIENTING, AND HOUSING, (10) EVALUATION OF STUDENTS, STAFF, AND THE TOTAL PROGRAM. MANUAL TWO, "CURRICULUM FOR A PROGRAM" (VT 004 695) IS A COMPANION DOCUMENT. BOTH DOCUMENTS ARE AVAILABLE FOR $1.50 EACH FROM DISTRIBUTIVE EDUCATION MATERIALS LABORATORY, THE OHIO STATE UNIVERSITY, 124 WEST 17TH AVENUE, COLUMBUS, OHIO 43210. (MM)

VT 004 695 ED 017 717
LOGAN, WILLIAM B. , AND OTHERS
A TWO-YEAR POST-HIGH SCHOOL DISTRIBUTIVE EDUCATION PROGRAM IN THE WHOLESALING FIELD, REPORT OF THE OHIO WHOLESALE MANAGEMENT DEVELOPMENT PROGRAM. MANUAL 2, CURRICULUM FOR A PROGRAM.

NATIONAL ASSOCIATION OF WHOLESALERS, WASHINGTON, D.C.
OHIO STATE DEPT. OF EDUCATION, COLUMBUS. DIV. OF VOCATIONAL EDUCATION.
OHIO STATE UNIV., COLUMBUS. SCHOOL OF EDUCATION.
PUB DATE - 65 50P.

DESCRIPTORS - *CURRICULUM GUIDES; *DISTRIBUTIVE EDUCATION; EXPERIMENTAL PROGRAMS; POST SECONDARY EDUCATION; TEACHING TECHNIQUES; *WHOLESALING

ABSTRACT - THE PURPOSE OF THIS MANUAL IS TO SERVE AS A CURRICULUM GUIDE FOR PLANNING COURSES FOR A 2-YEAR POST-HIGH SCHOOL DISTRIBUTIVE EDUCATION PROGRAM IN THE FIELD OF WHOLESALING. THE CONTENT WAS DEVELOPED BY A RESEARCH GROUP AND INCORPORATED SUGGESTIONS THE INSTRUCTORS IN AN EXPERIMENTAL PROGRAM CONDUCTED ON THE CAMPUS OF THE OHIO STATE UNIVERSITY FOR 4 YEARS BEGINNING IN 1961. THE OBJECTIVES, TOPICAL OUTLINE, METHODS AND TECHNIQUES, AND BIBLIOGRAPHY ARE INCLUDED FOR THE FIRST-YEAR COURSES IN (1) INTRODUCTION TO BUSINESS, (2) MARKETING, (3) ECONOMICS, (4) BUSINESS MATHEMATICS, (5) BUSINESS ENGLISH, AND (6) SALESMANSHIP, AND FOR THE SECOND-YEAR COURSES IN (1) WHOLESALING, (2) COMMUNICATIONS, (3) ACCOUNTING, (4) MANAGEMENT, (5) BUSINESS LAW, AND (6) CASE STUDY. THE EXPERIMENTAL PROGRAM WAS A RESULT OF THE COOPERATIVE EFFORTS OF THE VOCATIONAL EDUCATION DIVISION OF THE OHIO STATE DEPARTMENT OF EDUCATION, THE DISTRIBUTIVE EDUCATION AREA OF THE OHIO DEPARTMENT OF EDUCATION AND THE OHIO STATE UNIVERSITY, THE NATIONAL ASSOCIATION OF WHOLESALERS, THE WHOLESALE TRADE ORGANIZATIONS, AND INDIVIDUAL WHOLESALERS IN OHIO. MANUAL ONE, "ORGANIZING AND CONDUCTING A PROGRAM" (VT 004 694) IS A COMPANION DOCUMENT. BOTH DOCUMENT ARE AVAILABLE FOR $1.50 EACH FROM DISTRIBUTIVE EDUCATION MATERIALS LABORATORY, THE OHIO

STATE UNIVERSITY, 124 WEST 17TH AVENUE, COLUMBUS, OHIO 43210. (MM)

VT 004 697
SUGGESTED PROGRAMS OF STUDY FOR THE TWO YEAR (PLAN C) HIGH SCHOOL DISTRIBUTIVE EDUCATION PROGRAM.

OHIO STATE DEPT. OF EDUCATION, COLUMBUS. DISTRIBUTIVE EDUCATION MATERIALS LAB. DISTRIBUTIVE EDUCATION MATERIALS LABORATORY, THE OHIO STATE UNIVERSITY, 124 WEST 17TH AVENUE, COLUMBUS, OHIO 43210 ($.50).
PUB DATE - 67 29P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; GRADE 11; GRADE 12; *CURRICULUM GUIDES

ABSTRACT - THE CURRICULUM GUIDE WAS DEVELOPED BY DISTRIBUTIVE EDUCATION TEACHER-COORDINATORS IN A WORKSHOP TO IMPROVE CONTINUITY AND COMPLETENESS OF PROGRAM CONTENT IN OHIO. IT CONSISTS OF BOTH A JUNIOR AND A SENIOR YEAR CONTENT OUTLINE WITH 12 TEXTBOOK REFERENCES KEYED TO THE CONTENT AREAS. THE JUNIOR OUTLINE INCLUDES THE CONTENT AREAS: (1) ORIENTATION, (2) HISTORY OF THE FREE ENTERPRISE SYSTEM AND TRENDS IN MARKETING, (3) ECONOMIC CONCEPTS, (4) CHANNELS OF DISTRIBUTION, (5) MARKETING FUNCTIONS, (6) MATHEMATICS FOR DISTRIBUTION, (7) BUSINESS ORGANIZATION, (8) COMMUNICATIONS, (9) SALES PROMOTION, (10) PERSONAL DEVELOPMENT, (11) HUMAN RELATIONS, (12) SALESMANSHIP, (13) INTRODUCTION TO CASHIERING, (14) PRODUCT KNOWLEDGE, (15) BUSINESS LAW, (16) BUSINESS ETHICS, (17) PREPARATION OF GOODS FOR SALE, (18) COMPANY POLICIES, (19) OCCUPATIONAL EXPLORATION, AND (20) PREEMPLOYMENT ORIENTATION. THE SENIOR OUTLINE INCLUDES THE CONTENT AREAS: (1) ORIENTATION, (2) HOLDING A JOB, (3) SALES TECHNIQUES, (4) CHANNELS OF DISTRIBUTION, (5) MERCHANDISING, (6) SALES PROMOTION, (7) BUSINESS ORGANIZATION, (8) MANAGEMENT, (9) INFLUENCING FACTORS IN DISTRIBUTION, AND (10) CAREER PLANNING. EACH CONTENT AREA HAS THE SUGGESTED TIME ALLOTMENT INDICATED. THE OUTLINES ARE INTENDED ONLY AS SUGGESTIONS AND MUST BE ADAPTED TO LOCAL CONDITIONS. A "STATEMENT OF BELIEF" WHICH DEFINES DISTRIBUTIVE EDUCATION AND GIVES OBJECTIVES AND A BASIC DESIGN FOR IMPLEMENTING A PROGRAM IS INCLUDED. (MM)

VT 004 698
STOCKING, JESSIE
FUNDAMENTALS OF BUYING.

OHIO STATE DEPT. OF EDUCATION, COLUMBUS. DISTRIBUTIVE EDUCATION MATERIALS LAB. DISTRIBUTIVE EDUCATION MATERIALS LABORATORY, THE OHIO STATE UNIVERSITY, 124 WEST 17TH AVENUE, COLUMBUS, OHIO 43210 ($1.50).
PUB DATE - 68 53P.

DESCRIPTORS - *CURRICULUM GUIDES; TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; *RETAILING; *PURCHASING; *BUYERS; HIGH SCHOOLS; POST SECONDARY EDUCATION

ABSTRACT - THIS MANUAL IS A TEACHING GUIDE FOR A 2-WEEK UNIT ON BUYING FOR DISTRIBUTIVE EDUCATION STUDENTS AT BOTH HIGH SCHOOL AND POST-SECONDARY LEVELS. IT WAS DEVELOPED BY A DISTRIBUTIVE EDUCATION TEACHER-COORDINATOR WITH 25 YEARS OF BUYING EXPERIENCE. THE UNIT INCLUDES (1) A LESSON PLAN ON BUYING FUNDAMENTALS AND A PROJECT ON BUYING, EACH WITH A LECTURE OUTLINE AND SUGGESTED INSTRUCTIONAL METHODS, (2) PASSOUT MATERIALS TITLED "CONTROL OF BASIC STOCKS," "SIX MONTHS MERCHANDISE PLAN," "SALES PLAN AND OPEN-TO-BUY PLAN," "MERCHANDISE PLANNING AND BUDGETING TERMS," "GENERAL INSTRUCTIONS FOR A SIMPLE BUYING PLAN IN READY-TO-WEAR," "69 WAYS TO IMPROVE MERCHANDISING PROFITS," AND "TEST ON MERCHANDISE PLANNING AND BUDGETING," AND (3) A RETAIL BUYING TRANSPARENCY SET. (MM)

VT 004 699
PATTERSON, GERALD E.; BARNETT, ANNA MAE
SCREEN PROCESS PRINTING , A TOOL FOR DISTRIBUTIVE EDUCATION.

OHIO STATE DEPT. OF EDUCATION, COLUMBUS. DISTRIBUTIVE EDUCATION MATERIALS LAB. DISTRIBUTIVE EDUCATION MATERIALS LABORATORY, THE OHIO STATE UNIVERSITY, 124 WEST 17TH AVENUE, COLUMBUS 43210 ($0.75).
PUB DATE - 65 28P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *SILK SCREEN PROCESS; *PRINTING

ABSTRACT - THE PURPOSE OF THIS MANUAL IS TO ENCOURAGE DISTRIBUTIVE EDUCATION TEACHER-COORDINATORS TO BECOME FAMILIAR WITH THE SCREEN PRINTING PROCESS AND THE MANY USES IT CAN SERVE IN CLASSROOMS, PUBLIC RELATION EFFORTS, AND CLUB ACTIVITIES. FOR BOTH TEACHER AND STUDENT USE, THE MANUAL WAS DEVELOPED BY AN OHIO DISTRIBUTIVE EDUCATION MATERIALS CONSULTANT AND TESTED IN SMALL WORKSHOP GROUPS OF DISTRIBUTIVE EDUCATION COORDINATORS. INFORMATION INCLUDES: (1) SUGGESTED APPLICATIONS, (2) THE PRINCIPLE OF SCREEN PROCESS PRINTING, (3) EQUIPMENT, (4) CONSTRUCTION OF THE PRINTING SCREEN STENCIL, (5) PREPARATION OF THE PRINTING PLATE, (6) THE KNIFE-CUT PAPER STENCILS, (7) KNIFE-CUT FILM PRINTING STENCILS, (8) ADHERENCE OF THE CUT FILM TO THE SCREEN FABRIC, (9) THE PRINTING PROCESS, (10) PHOTOGRAPHIC PRINTING SCREENS, (11) PRINCIPLES INVOLVED, (12) PREPARATION OF THE POSITIVE, (13) LIGHT SOURCE, (14) DEVELOPMENT, AND (15) SOURCES OF SUPPLY. A BIBLIOGRAPHY, A LIST OF ADDITIONAL RESOURCES, AND 23 ILLUSTRATIONS ARE INCLUDED. (MM)

VT 004 700
DISTRIBUTIVE EDUCATION GUIDELINES FOR TRAINING PLANS.

OHIO STATE DEPT. OF EDUCATION, COLUMBUS. DISTRIBUTIVE EDUCATION MATERIALS LAB. DISTRIBUTIVE EDUCATION MATERIALS LABORATORY, THE OHIO STATE UNIVERSITY, 124 WEST 17TH AVENUE, COLUMBUS, OHIO 43210 ($2.00).
PUB DATE - SEP67 108P.

DESCRIPTORS - *COOPERATIVE EDUCATION; *DISTRIBUTIVE EDUCATION; *JOB PLACEMENT; WORK; GRADE 12; GRADE 11; WHOLESALING;

RETAILING; *SALES OCCUPATIONS; *SERVICE OCCUPATIONS

ABSTRACT - THIS BOOKLET CONTAINS SAMPLES OF TRAINING PLANS, DEVELOPED BY DISTRIBUTIVE EDUCATION COORDINATORS AT THE ANNUAL 1967 COORDINATORS' CONFERENCE, WHICH MAY BE USED AS GUIDELINES IN DEVELOPING THE INDIVIDUAL STUDENT'S TRAINING PLAN. THE BOOKLET WAS DESIGNED TO BE USED WITH "JOB DESCRIPTION--RETAIL OCCUPATIONS, WHOLESALE OCCUPATIONS, SERVICE OCCUPATIONS" (VT 004 701). SAMPLE TRAINING PLANS FOR PLAN B, 1-YEAR, PROGRAMS INCLUDE THE OCCUPATIONS (1) VARIETY STORE, RECORD STORE, SUPERMARKET, ADVERTISING, DISPLAY, HOTEL, DRY CLEANING, AND RESTAURANT MANAGER, (2) DEPARTMENT STORE BUYER, (3) APPLIANCE STORE OWNER, (4) RETAIL SALESPERSON, (5) WHOLESALE SALESMAN, AND (6) RESTAURANT HOSTESS. SAMPLE TRAINING PLANS FOR PLAN C, 2-YEAR, PROGRAMS INCLUDE THE OCCUPATIONS (1) DRY CLEANING, VARIETY STORE, AND SHOE STORE MANAGER, (2) SERVICE STATION, MEN'S WEAR, AND DIRECT SALESMAN, (3) MEN'S SUITS BUYER, AND (4) HOTEL MANAGER. EACH PLAN CONSISTS OF (1) A SHEET FOR RECORDING STUDENT'S NAME, OCCUPATIONAL OBJECTIVE AND AREA, TRAINING STATION, AND TRAINING SPONSOR, AND (2) SHEETS CONTAINING LEARNING EXPERIENCES AND SPACE TO CHECK THE PLACE AND DATE OF TRAINING. (MM)

VT 004 701
TIPPETT, DALE
JOB DESCRIPTIONS, RETAIL OCCUPATIONS, WHOLESALE OCCUPATIONS, SERVICE OCCUPATIONS.

OHIO STATE DEPT. OF EDUCATION, COLUMBUS. DISTRIBUTIVE EDUCATION MATERIALS LAB. DISTRIBUTIVE EDUCATION MATERIALS LABORATORY, THE OHIO STATE UNIVERSITY, 124 WEST 17TH AVENUE, COLUMBUS OHIO 43210 ($2.00).
PUB DATE - 67 108P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *OCCUPATIONAL INFORMATION; *SALES OCCUPATIONS; *SERVICE OCCUPATIONS; WHOLESALING; RETAILING; COOPERATIVE EDUCATION

ABSTRACT - DUTIES AND RESPONSIBILITIES IN DIFFERENT AREAS OF RETAILING ARE INCLUDED IN THIS GUIDE FOR USE BY THE DISTRIBUTIVE EDUCATION COORDINATOR, STUDENT, AND STORE TRAINING SPONSOR. THE INFORMATION MAY BE USED TO (1) GIVE DIRECTION TO THE COORDINATOR AND STORE TRAINING SPONSOR IN PREPARING SPECIFIC TRAINING PROGRAMS AND SCHEDULES FOR EACH STUDENT, (2) ASSIST THE COORDINATOR IN COUNSELING THE STUDENT AND PREPARING HIM FOR ON-THE-JOB TRAINING, (3) HELP THE COORDINATOR EVALUATE THE STUDENT TRAINING PROGRESS, (4) GUIDE THE COORDINATOR IN EVALUATING THE SUITABILITY OF A TRAINING STATION, (5) ENCOURAGE THE TRAINING SPONSOR TO ROTATE THE STUDENT TO NEW DUTIES, (6) SERVE AS A MODEL FOR DEVELOPING JOB DESCRIPTIONS, AND (7) ACT AS A REFERENCE FOR CLASSROOM DISCUSSION OF OCCUPATIONS AND CAREERS. JOB DESCRIPTIONS ARE GIVEN FOR THE OCCUPATIONAL GROUPS: (1) FOOD, (2) GENERAL MERCHANDISE, (3) APPAREL, (4) HOUSEHOLD, (5) AUTOMOTIVE, (6) PAINT AND HARDWARE, (7) FOODSERVICE, (8) DRUG, (9) SERVICES, AND (10) OTHER RETAIL STORES SUCH AS FLORIST, BOOK, GREETING CARD, OFFICE SUPPLY, JEWELRY, GARDEN, AND RECORD. THESE JOB DESCRIPTIONS WERE WRITTEN IN 1961 BY 51 OHIO DISTRIBUTIVE EDUCATION COORDINATORS. A COMPANION MANUAL "DISTRIBUTIVE EDUCATION GUIDELINES FOR TRAINING PLANS" (VT 004 700) GIVES SAMPLE TRAINING PLANS FOR EACH OF THE AREA DESCRIBED IN THIS MANUAL. (MM)

VT 004 702
HEFFNER, THOMAS
EDUCATIONAL MEDIA FOR DISTRIBUTIVE EDUCATION, SOME SOURCES AND TECHNIQUES.

OHIO STATE DEPT. OF EDUCATION, COLUMBUS. DISTRIBUTIVE EDUCATION MATERIALS LAB. DISTRIBUTIVE EDUCATION MATERIALS LABORATORY, THE OHIO STATE UNIVERSITY, 124 WEST 17TH AVENUE, COLUMBUS, OHIO 43210 ($1.00).
PUB DATE - 66 56P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *AUDIOVISUAL AIDS; *TEACHING TECHNIQUES; *BIBLIOGRAPHIES

ABSTRACT - THIS MANUAL PRESENTS AN OVERVIEW OF THE MORE POPULAR EDUCATIONAL MEDIA AND IS INTENDED AS A SOURCE FOR OHIO'S DISTRIBUTIVE EDUCATION COORDINATORS TO STIMULATE THE LEARNING PROCESS. ALL REFERENCE SOURCES LISTED ARE AVAILABLE THROUGH THE MATERIALS LABORATORY FOR OHIO DISTRIBUTIVE EDUCATION COORDINATORS. SPECIFIC SOURCES OF MATERIALS FOR DISTRIBUTIVE EDUCATION AND SOME TECHNIQUES TO BE USED TO FACILITATE THE LEARNING PROCESS BY PROPER USE OF A SPECIFIC PIECE OF EQUIPMENT OR MATERIAL ARE INCLUDED FOR (1) 16 MM FILMS, (2) 8 MM FILMS, (3) FILMSTRIPS, (4) 35 MM SLIDES, (5) RECORDS, (6) TAPED SOUND RECORDINGS, (7) OVERHEAD TRANSPARENCIES, (8) THE OPAQUE PROJECTOR, (9) THE BOARD FAMILY--CHALKBOARD, FLANNEL BOARD, HOOK AND LOOP BOARD, MAGNETIC BOARD, BULLETIN BOARD, AND FLIP CHARTS, AND (10) FLAT PICTURES. (MM)

VT 005 238
GRADONI, E. JOHN
AN EXPERIMENTAL COURSE IN SUPERMARKET MERCHANDISING AND MANAGEMENT . SYLLABUS.

NEW YORK STATE EDUCATION DEPT., ALBANY. BUREAU OF SECONDARY CURRICULUM DEVELOPMENT INDUSTRIAL EDUCATION DEPT., DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($1.95).
PUB DATE - 67 89P.

DESCRIPTORS - *CURRICULUM GUIDES; *DISTRIBUTIVE EDUCATION; *MERCHANDISING; *MARKETING; *FOOD STORES; GRADE 12; COOPERATIVE EDUCATION; EXPERIMENTAL CURRICULUM; BIBLIOGRAPHIES

ABSTRACT - THIS SYLLABUS IS FOR TEACHER USE IN TEACHING A COURSE FOR HIGH SCHOOL SENIORS WITH AVERAGE SCHOLASTIC ABILITY WHO HAVE DEMONSTRATED AN INTEREST IN AND A LIKELY APTITUDE FOR SALES AND MERCHANDISING WORK PERFORMED IN SUPERMARKETS. IT WAS DEVELOPED BY A COMMITTEE OF PROFESSORS AND BUSINESSMEN FROM THE AREA OF FOOD MARKETING UNDER THE DIRECTION OF THE STATE SUPERVISOR OF DISTRIBUTIVE EDUCATION AND SUPERVISOR OF

VOCATIONAL CURRICULUM DEVELOPMENT. THE CONTENT OBJECTIVES ARE TO PROVIDE SPECIALIZED CLASSROOM INSTRUCTION AND ON-THE-JOB EXPERIENCE FOR STUDENTS. CHAPTERS ARE: (1) FOOD CONSUMPTION, (2) FOOD PRODUCTION, (3) FOOD PROCESSING, (4) FOOD DISTRIBUTION, (5) DEVELOPMENT OF THE SUPERMARKET, (6) SUPERMARKET LOCATION, (7) DESIGN AND LAYOUT OF SUPERMARKETS, (8) SUPERMARKET PERSONNEL, (9) GROCERY DEPARTMENT, (10) MEAT DEPARTMENT, (11) PRODUCE DEPARTMENT, (12) DAIRY DEPARTMENT, (13) FROZEN FOOD DEPARTMENT, (14) BAKERY DEPARTMENT, (15) NONFOODS DEPARTMENT, (16) CHECKOUT OPERATION, (17) CUSTOMER SERVICES, (18) INVESTMENT REQUIREMENTS--FISCAL CONTROLS, AND (19) OPPORTUNITIES IN THE FOOD INDUSTRY. THE ONE-YEAR COURSE TO BE TAUGHT BY A DE TEACHER-COORDINATOR. EACH CHAPTER CONTAINS THE AIM, CONTENT OUTLINE, TEACHING SUGGESTIONS AND A BIBLIOGRAPHY OF REFERENCES WHICH ARE NECESSARY. (MM)

VT 005 469
DISTRIBUTIVE EDUCATION CURRICULUM FOR HIGH SCHOOL PROGRAMS.

PENNSYLVANIA STATE DEPT. OF PUBLIC INSTRUCTION, HARRISBURG. BUREAU OF VOCATIONAL, TECH. AND CONT. EDUCATION
STATE DEPARTMENT OF PUBLIC INSTRUCTION, BOX 911, HARRISBURG, PENNSYLVANIA 17126 (SINGLE COPIES ARE AVAILABLE).
PUB DATE - 67 268P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *TEACHING GUIDES; *CURRICULUM DEVELOPMENT; SECONDARY GRADES; *MARKETING
IDENTIFIERS - PENNSYLVANIA

ABSTRACT - THIS TEACHING GUIDE IS FOR TEACHER USE IN CONDUCTING A PROGRAM OF DISTRIBUTIVE EDUCATION FOR 10TH, 11TH, AND 12TH GRADE STUDENTS IN DISTRIBUTIVE EDUCATION. IT WAS DEVELOPED BY A COMMITTEE OF TEACHERS, SUPERVISORS AND TEACHER EDUCATORS. THE CONTENT OBJECTIVES ARE TO SERVE AS AN INTRODUCTION TO MARKETING AND DISTRIBUTION AT THE 10TH GRADE LEVEL, PROVIDE TECHNIQUES OF SELLING, FUNDAMENTALS OF MARKETING AND BUSINESS SYSTEMS AT THE 11TH GRADE LEVEL, AND PUT THEORY INTO PRACTICE AT THE 12TH GRADE LEVEL. CURRICULUM UNITS AT THE 10TH GRADE LEVEL INCLUDE: (1) PERSONALITY DEVELOPMENT, (2) CAREER OPPORTUNITIES IN DISTRIBUTION, (3) BUSINESS COMMUNICATIONS, AND (4) BUSINESS MATHEMATICS. THE 11TH YEAR UNITS INCLUDE: (1) ORIENTATION, (2) MARKETING FUNDAMENTALS, (3) BUSINESS ETHICS AND LAW IN MARKETING, (4) CUSTOMER MOTIVATION AND BEHAVIOR, (5) TECHNIQUES OF SELLING, (6) BUSINESS SYSTEMS, (7) SALES SUPPORTING ACTIVITIES, (8) CUSTOMER SERVICES, (9) MERCHANDISE MATHEMATICS, AND (10) COMMUNICATIONS. UNITS AT THE 12TH YEAR LEVEL INCLUDE: (1) ORIENTATION, (2) MERCHANDISE INFORMATION, (3) MERCHANDISING, (4) COLOR, LINE AND DESIGN, (5) ADVERTISING AND SALES PROMOTION, (6) VISUAL MERCHANDISING TECHNIQUES AND MATERIALS, (7) ECONOMICS OF DISTRIBUTION, AND (8) BUSINESS PRINCIPLES AND MANAGEMENT. SUPPLEMENTAL INFORMATION FOR THE USE OF THE TEACHER IS ALSO INCLUDED. EACH UNIT INCLUDES THE OBJECTIVE, A CONTENT OUTLINE WITH TEACHING SUGGESTIONS, AND A LIST OF MATERIALS NEEDED BY THE TEACHER IN TEACHING THE UNIT. (MM)

VT 005 516
COMMUNICATION AND CONTROL . ADMINISTRATIVE MANAGEMENT COURSE PROGRAM TOPIC 9.

SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.
SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C. 20402 (SBA1.24:9, $1.50).
PUB DATE - 65 77P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; ADULT VOCATIONAL EDUCATION; BUSINESS; *TEACHING GUIDES; *COMMUNICATION SKILLS; UNITS OF STUDY (SUBJECT FIELDS); *MANAGERIAL OCCUPATIONS; MANAGEMENT EDUCATION

ABSTRACT - THE ADMINISTRATIVE MANAGEMENT COURSE PROGRAM WAS DEVELOPED BY THE SMALL BUSINESS ADMINISTRATION (SBA) IN COOPERATION WITH EDUCATIONAL INSTITUTIONS IN 1954 TO BRING MODERN MANAGEMENT KNOWLEDGE AND TECHNIQUES TO OWNERS AND MANAGERS OF SMALL BUSINESSES. A COMMITTEE ON MANAGEMENT EDUCATION WAS FORMED CONSISTING OF REPRESENTATIVES OF THE DISTRIBUTIVE EDUCATION DIVISION OF THE AMERICAN VOCATIONAL ASSOCIATION, AND THE SBA TO STUDY WAYS OF MEETING THE SMALL-BUSINESS MANAGEMENT NEEDS OF SMALL COMMUNITIES. THE COMMITTEE RECOMMENDED THAT A SERIES OF SUBJECT PRESENTATIONS BE DEVELOPED. THIS DOCUMENT IS ONE OF THE RECOMMENDED SERIES AND INCLUDES LESSON PLANS, LECTURES, VISUAL AIDS, CASE STUDIES, HANDOUT MATERIALS, ASSIGNMENTS, AND A BIBLIOGRAPHY FOR TEACHING ABOUT BUSINESS COMMUNICATION FOR SMALL BUSINESSES. THE COURSE IS DESIGNED TO BE TAUGHT BY A PERSONNEL EXECUTIVE, A TRAINING DIRECTOR OR PSYCHOLOGIST. RELATED DOCUMENTS ARE AVAILABLE AS VT 000 238, VT 001 700, VT 002 029, VT 002 830, VT 006 637-VT 006 641, AND VT 006 643-VT 006 648. (MM)

VT 005 528
DISTRIBUTIVE EDUCATION TEACHER-COORDINATOR'S HANDBOOK.

VIRGINIA STATE DEPT. OF EDUCATION, RICHMOND. DISTRIBUTIVE EDUCATION SERVICE.
PUB DATE - 66 83P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *PROGRAM GUIDES; *INSTRUCTOR COORDINATORS; *PROGRAM PLANNING; *PROGRAM DEVELOPMENT; SECONDARY EDUCATION; ADULT EDUCATION; EDUCATIONAL FACILITIES; ADMINISTRATIVE ORGANIZATION

ABSTRACT - DEVELOPED TO DESCRIBE THE RESPONSIBILITIES AND ACTIVITIES OF DISTRIBUTIVE EDUCATION (DE) TEACHER-COORDINATORS, THIS REVISED HANDBOOK SHOULD BE USEFUL TO THOSE PLANNING AND OPERATING DE PROGRAMS. THE HANDBOOK DESCRIBES THE DE PROGRAM IN VIRGINIA HIGH SCHOOLS, THE CURRICULUM, OPERATING PRACTICES, AND THE ADULT EDUCATION PROGRAM. CHAPTERS ARE: (1) AN INTRODUCTION TO DISTRIBUTIVE EDUCATION, (2) THE DISTRIBUTIVE EDUCATION COORDINATOR, (3) PLANNING ACTIVITIES, (4) THE DISTRIBUTIVE

EDUCATION HIGH SCHOOL PROGRAM, (5) THE DISTRIBUTIVE EDUCATION ADULT PROGRAM, (6) SUPPLIES AND EQUIPMENT, AND (7) BACKGROUND INFORMATION ON DISTRIBUTIVE EDUCATION. A RELATED OPERATIONS MANUAL IS AVAILABLE AS VT 005 529 (ALSO IN THIS ISSUE). (JS)

VT 005 529
DISTRIBUTIVE EDUCATION TEACHER-COORDINATOR'S OPERATIONS MANUAL.

VIRGINIA STATE DEPT. OF EDUCATION, RICHMOND. DISTRIBUTIVE EDUCATION SERVICE.
PUB DATE - 66 145P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *PROGRAM PLANNING; *MANUALS; *INSTRUCTOR COORDINATORS; SECONDARY EDUCATION; ADULT EDUCATION; EDUCATIONAL FACILITIES; *RECORDS (FORMS)

ABSTRACT - DEVELOPED AS A COMPANION PUBLICATION TO THE TEACHER-COORDINATOR'S HANDBOOK, THIS MANUAL CONTAINS REPORT FORMS AND INSTRUCTIONS USEFUL IN THE OPERATION OF A DISTRIBUTIVE EDUCATION PROGRAM. THE PAGES ARE ISSUED IN LOOSE LEAF FORM SINCE THE MATERIALS ARE SUBJECT TO PERIODIC REVISION. THE MANUAL IS DIVIDED INTO FOUR GENERAL AREAS OF WORK WHICH ARE (1) PLANNING ACTIVITIES, (2) HIGH SCHOOL PROGRAMS, (3) ADULT PROGRAMS, AND (4) SUPPLIES AND EQUIPMENT. PRECEDING MOST OF THE SAMPLE FORMS IS A SHORT EXPLANATION ON HOW AND WHEN TO USE THE FORM. THE RELATED HANDBOOK IS AVAILABLE AS VT 005 528 (ALSO IN THIS ISSUE). (AUTHOR/JS)

VT 005 725 ED 022 045
LEVENDOWSKI, JERRY C.
AUDIO VISUAL INSTRUCTIONAL MATERIALS FOR DISTRIBUTIVE EDUCATION; A CLASSIFIED BIBLIOGRAPHY. FINAL REPORT.

IDAHO UNIV., MOSCOW. DEPT. OF EDUCATION. WASHINGTON STATE UNIV., PULLMAN. DEPT. OF EDUCATION.
IDAHO STATE BOARD OF VOCATIONAL EDUCATION, BOISE
BR-7-0031
PUB DATE - MAY68 112P.

DESCRIPTORS - *ANNOTATED BIBLIOGRAPHIES; TRANSPARENCIES; TAPE RECORDINGS; FILMS; FILMSTRIPS; *DISTRIBUTIVE EDUCATION; *AUDIOVISUAL AIDS

ABSTRACT - THE BIBLIOGRAPHY CONTAINS A LIST OF 90 NAMES AND ADDRESSES OF SOURCES OF AUDIOVISUAL INSTRUCTIONAL MATERIALS. FOR EACH TITLE A BRIEF DESCRIPTION OF CONTENT, THE SOURCE, PURCHASE PRICE, RENTAL FEE OR FREE USE FOR 16MM FILMS, SOUND-SLIDEFILMS, TAPES-RECORDS, AND TRANSPARENCIES IS GIVEN. MATERIALS ARE LISTED SEPARATELY BY TOPICS: (1) ADVERTISING AND DISPLAY, (2) BUSINESS AND CONSUMER CREDIT, (3) COMMODITY AND STOCK MARKETS, (4) CONSUMER INFORMATION, (5) ECONOMICS, (6) LABOR-MANAGEMENT RELATIONS, (7) MARKETING AND MERCHANDISING, (8) MONEY AND BANKING, (9) OCCUPATIONAL GUIDANCE, (10) ORAL AND WRITTEN COMMUNICATION, (11) PERSONALITY AND ATTITUDE DEVELOPMENT, (12) SALESMANSHIP, (13) SUPERVISION AND HUMAN RELATIONS, AND (14) SUPPORTING DISTRIBUTIVE OCCUPATIONS SKILLS. (MM)

VT 006 011
DISTRIBUTIVE EDUCATION--WHOLESALING. A PILOT PROGRAM AT HARTFORD PUBLIC HIGH SCHOOL.

HARTFORD BOARD OF EDUCATION, CONN.
CONNECTICUT STATE DEPT. OF EDUCATION, HARTFORD. DIV. OF VOCATIONAL EDUCATION
PUB DATE - 12JUL67 80P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *WHOLESALING; *MARKETING; *PILOT PROJECTS; *COOPERATIVE EDUCATION; PROGRAM EVALUATION; CURRICULUM; GRADE 11; GRADE 12; RECORDS(FORMS); GLOSSARIES; FOLLOWUP STUDIES

ABSTRACT - A 2-YEAR PILOT PROGRAM IN DISTRIBUTIVE EDUCATION, WITH SPECIAL EMPHASIS ON OCCUPATIONAL EDUCATION AND TRAINING IN WHOLESALING, IS REVIEWED. ALONG WITH THE PROGRAM OBJECTIVES, THIS REPORT PRESENTS A TOPICAL OUTLINE TEACHING HIGH SCHOOL JUNIORS AND SENIORS AN INSTRUCTIONAL PROGRAM IN WHOLESALING. AN ANALYSIS OF PROGRAM DEVELOPMENT AND FOLLOW-UP SHOWS THAT, IN THE FIRST AND SECOND YEARS OF OPERATION, THE STUDENT ENROLLMENT NUMBERED 13 (11 MALES AND TWO FEMALES) AND 21 (15 MALES AND SIX FEMALES) RESPECTIVELY. STUDENTS ENROLLED DURING THE FIRST YEAR AVERAGED 15 1/2 HOURS OF JOB TRAINING AND EARNED AN AVERAGE HOURLY RATE OF $1.28. THE FOLLOWUP OF THIS GROUP INDICATES SEVEN OUT OF 13 ARE EMPLOYED IN THE LABOR FORCE, SIX IN THE OCCUPATIONS FOR WHICH THEY TRAINED AND ONE IN A RELATED OCCUPATION. THE AVERAGE HOURLY RATE OF THIS EMPLOYED GROUP IS $2.24. RECOMMENDATIONS OF THIS STUDY ARE: (1) THAT THE PRESENT WHOLESALING PROGRAM TO BE EXPANDED INTO A 2-YEAR PROGRAM WITH MARKETING TAUGHT IN GRADE 11 AND WHOLESALING IN GRADE 12, (2) THAT JOB-PLACEMENT WITH COORDINATION BE INCLUDED FOR BOTH JUNIOR AND SENIOR STUDENTS, AND (3) THE STUDENTS IN DISTRIBUTIVE EDUCATION BE ALLOWED TO LEAVE SCHOOL AFTER LUNCH. (CH)

VT 006 162
MITCHELL, E.F.
TEACHER'S HANDBOOK, DISTRIBUTIVE EDUCATION.

MISSISSIPPI STATE DEPT. OF EDUCATION, JACKSON. DIV. OF VOCATIONAL AND TECHNICAL EDUCATION.
PUB DATE - NO 47P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *PROGRAM GUIDES; COOPERATIVE EDUCATION; *PROGRAM PLANNING; INSTRUCTOR COORDINATORS; ADULT EDUCATION; SECONDARY EDUCATION; *TEACHER ROLE; ADVISORY COMMITTEES; YOUTH CLUBS; PROGRAM EVALUATION; *MANUALS; ADMINISTRATION; EDUCATIONAL OBJECTIVES; EDUCATIONAL PHILOSOPHY

ABSTRACT - DEVELOPED AS A REFERENCE MANUAL FOR BOTH INSTRUCTOR COORDINATORS AND ADMINISTRATORS, THIS HANDBOOK PRESENTS IDEAS REGARDING THE AIMS, POLICIES, ORGANIZATION, AND OPERATION OF LOCAL PROGRAMS IN DISTRIBUTIVE EDUCATION (DE). AMONG THE 12 SECTIONS OF THIS HANDBOOK ARE THE FOLLOWING:

(1) TYPES AND OPERATION OF DE PROGRAMS, (2) METHODS IN SELECTION OF STUDENT-LEARNER, (3) ADVANTAGES AND VALUES OF THE COOPERATIVE PART-TIME PROGRAM, (4) DUTIES AND FUNCTIONS OF A DE COORDINATOR, (5) THE LOCAL ADVISORY COMMITTEE, (6) CRITERIA FOR EVALUATING A DISTRIBUTIVE EDUCATION PROGRAM, AND (7) DISTRIBUTIVE EDUCATION FORMS. THIS HANDBOOK SHOULD BE OF INTEREST TO THOSE PLANNING AND EVALUATING DE PROGRAMS AS WELL AS TO THOSE OPERATING EXISTING PROGRAMS. (JS)

VT 006 181
DAVID, HARRY, ED.
SMALL MARKETERS AIDS. ANNUAL NO. 1 .

SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.
SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C., 20402 (SBA1.14/2:1, $1.45).
PUB DATE - 59 96P.

DESCRIPTORS - INDIVIDUAL INSTRUCTION; SELF HELP PROGRAMS; *MARKETING; *REFERENCE MATERIALS; *DISTRIBUTIVE EDUCATION; *MANAGERIAL OCCUPATIONS; MANAGEMENT EDUCATION; MANAGEMENT; *BUSINESS; BUSINESS SKILLS; ADULT VOCATIONAL EDUCATION

ABSTRACT - THIS BOOKLET IS ONE OF A SERIES DESIGNED TO BRING TOGETHER THE SMALL MARKETERS AIDS SERIES, WHICH WERE DEVELOPED TO PROVIDE PRACTICAL BUSINESS MANAGEMENT IDEAS FOR OWNERS AND OPERATORS OF SMALL RETAIL, WHOLESALE, AND SERVICE FIRMS. INCLUDED ARE THE FIRST 13 ISSUES WHICH ARE TITLED: (1) ATTRACTING CUSTOMERS TO YOUR SMALL STORE, (2) BASIC STOCK CONTROL FOR SMALL STORES, (3) BUILDING SOUND CREDIT POLICIES FOR SMALL STORES, (4) EFFECTIVE ADVERTISING FOR SMALL STORES, (5) EMPLOYEE RELATIONS FOR SMALL RETAILERS, (6) RECORDS MANAGEMENT IN SMALLER STORES, (7) COMPETITIVE TACTICS FOR SMALL WHOLESALERS, (8) SALES TRAINING FOR SMALL WHOLESALERS, (9) TURNING CUSTOMER COMPLAINTS INTO PROFITS, (10) PROVIDING MANAGEMENT REPLACEMENTS IN SMALL BUSINESS, (11) WHY SMALL BUSINESS OWNERS NEED SOUND WILLS, (12) DIVERSIFICATION FOR SMALL MARKETERS, AND (13) SIZING UP SMALL BUSINESS LOCATIONS. THE ARTICLES ARE NOT DESIGNED TO BE ALL-INCLUSIVE, BUT TO HIGHLIGHT VITAL PROBLEMS AND SUGGEST A FEW STEPS TOWARD THEIR SOLUTION. OTHER DOCUMENTS IN THIS SERIES ARE AVAILABLE AS VT 006 182-VT 006 187. (MM)

VT 006 182
LITZBERG, ROBERT A., ED.
SMALL MARKETERS AIDS. ANNUAL NO. 2 .

SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.
SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C. 20402 (SBA1.14/2:2, $.40).
PUB DATE - 60 88P.

DESCRIPTORS - INDIVIDUAL INSTRUCTION; SELF HELP PROGRAMS; *MARKETING; *BUSINESS; ADULT VOCATIONAL EDUCATION; MANAGEMENT; *DISTRIBUTIVE EDUCATION; *MANAGERIAL OCCUPATIONS; MANAGEMENT EDUCATION; BUSINESS SKILLS

ABSTRACT - THIS BOOKLET IS ONE OF A SERIES DESIGNED TO BRING TOGETHER THE SMALL MARKETERS AIDS SERIES WHICH WERE DEVELOPED TO PROVIDE PRACTICAL BUSINESS MANAGEMENT IDEAS FOR OWNERS AND OPERATORS OF SMALL RETAIL, WHOLESALE, AND SERVICE FIRMS. INCLUDED ARE 11 ISSUES PUBLISHED IN 1957. TWO ISSUES ARE IN THE AREA OF BUSINESS-GOVERNMENT RELATIONS, EIGHT IN THE AREA OF INTERNAL GENERAL MANAGEMENT, AND ONE CONCERNS EXTERNAL SOURCES OF HELP AND ADVICE. CHAPTER TITLES ARE: (1) HOW THE DEPARTMENT OF JUSTICE HELPS SMALL BUSINESS, (2) SMALL BUSINESS AND THE FEDERAL TRADE COMMISSION, (3) BUYING A SMALL GOING CONCERN, (4) FUNDAMENTAL RECORDS FOR SMALL MARKETERS, (5) APPRAISING THE MARKET FOR THE SERVICES YOU OFFER, (6) PRICING AND PROFITS IN SMALL STORES, (7) IMPROVING PERSONAL SELLING IN SMALL BUSINESS, (8) INDIVIDUALITY IN RETAIL ADVERTISING, (9) TERM LOANS IN SMALL BUSINESS FINANCING, (10) FRONT OFFICE COURTING PAYS, (11) HOW DISTRIBUTIVE EDUCATION HELPS SMALL BUSINESS. THE ARTICLES ARE NOT DESIGNED TO BE ALL-INCLUSIVE, BUT TO HIGHLIGHT VITAL PROBLEMS AND SUGGEST A FEW STEPS TOWARD THEIR SOLUTION. OTHER DOCUMENTS IN THIS SERIES ARE AVAILABLE AS VT 006 181-VT 006 187. (MM)

VT 006 183
LITZBERG, ROBERT A., ED.
SMALL MARKETERS AIDS. ANNUAL NO. 3 .

SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.
SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C. 20402 (SBA1.14/2:3, $.40).
PUB DATE - 61 72P.

DESCRIPTORS - INDIVIDUAL INSTRUCTION; SELF HELP PROGRAMS; *MARKETING; MANAGEMENT; *BUSINESS; *REFERENCE MATERIALS; *MANAGERIAL OCCUPATIONS; MANAGEMENT EDUCATION; *DISTRIBUTIVE EDUCATION; ADULT VOCATIONAL EDUCATION; BUSINESS SKILLS

ABSTRACT - THIS BOOKLET IS ONE OF A SERIES DESIGNED TO BRING TOGETHER THE SMALL MARKETERS AIDS SERIES WHICH WERE DEVELOPED TO PROVIDE PRACTICAL BUSINESS MANAGEMENT IDEAS FOR OWNERS AND OPERATORS OF SMALL RETAIL, WHOLESALE, AND SERVICE FIRMS. INCLUDED ARE NINE ISSUES PUBLISHED IN 1958 AND TITLED: (1) ARE YOU KIDDING YOURSELF ABOUT YOUR PROFITS? (2) ARE YOUR MERCHANDISE LINES PAYING RENT? (3) PROFITABLE BUYING FOR SMALL RETAILERS, (4) STOCK MANAGEMENT IN SMALL STORES, (5) METHODS FOR IMPROVING OFF-SEASON SALES, (6) BASIC ACCOUNTING FOR SMALL PARTNERSHIPS, (7) CREDIT AND COLLECTION CONTROLS FOR SMALL MARKETERS, (8) PUBLIC RELATIONS FOR SMALL BUSINESS OWNERS, (9) HOW BIG COMPANIES HELP SMALL MARKETERS. THE ARTICLES ARE NOT DESIGNED TO BE ALL-INCLUSIVE BUT TO HIGHLIGHT VITAL PROBLEMS AND SUGGEST A FEW STEPS TOWARD THEIR SOLUTION. OTHER DOCUMENTS IN THIS SERIES ARE AVAILABLE AS VT 006 181-VT 006 187. (MM)

VT 006 184
LITZBERG, ROBERT A., ED.
SMALL MARKETERS AIDS. ANNUAL NO. 4 .

SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.
SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C. 20402 (SBA1.14/2:4, $.35).
PUB DATE - 62 97P.

DESCRIPTORS - INDIVIDUAL INSTRUCTION; SELF HELP PROGRAMS; *MARKETING; *REFERENCE MATERIALS; *DISTRIBUTIVE EDUCATION; ADULT VOCATIONAL EDUCATION; *MANAGERIAL OCCUPATIONS; MANAGEMENT; MANAGEMENT EDUCATION; *BUSINESS; BUSINESS SKILLS

ABSTRACT - THIS BOOKLET IS ONE OF A SERIES DESIGNED TO BRING TOGETHER THE SMALL MARKETERS AIDS SERIES WHICH WERE DEVELOPED TO PROVIDE PRACTICAL BUSINESS MANAGEMENT IDEAS FOR OWNERS AND OPERATORS OF SMALL RETAIL, WHOLESALE, AND SERVICE FIRMS. INCLUDED ARE 12 ISSUES PUBLISHED IN 1959 AND TITLED: (1) FTC AND GUIDES AGAINST DECEPTIVE PRICING, (2) IS YOUR STORE A SALES BUILDER OR BARRIER? (3) WILL SELF-SERVICE BOOST YOUR PROFITS? (4) COST CONTROL POINTERS FOR SMALL MARKETERS, (5) PERSONNEL CONTROL FOR SMALL MARKETERS, (6) REDUCING STOCK SHRINKAGE IN SMALL FIRMS, (7) BALANCED SKILLS: MEASURE OF EFFECTIVE MANAGERS, (8) MANAGING FOR BETTER MORALE, (9) BUSINESS ETHICS AND SMALL MARKETERS, (10) PICKING AN AUDITOR FOR YOUR FIRM, (11) UNDER-USED SOURCES OF EMPLOYEES, AND (12) HOW BETTER BUSINESS BUREAUS HELP SMALL BUSINESS. THE ARTICLES ARE NOT DESIGNED TO BE ALL-INCLUSIVE, BUT TO HIGHLIGHT VITAL PROBLEMS AND SUGGEST A FEW STEPS TOWARD THEIR SOLUTION. OTHER DOCUMENTS IN THIS SERIES ARE AVAILABLE AS VT 006 181-VT 006 187. (MM)

VT 006 185
GOODPASTURE, BRUCE, ED.
SMALL MARKETERS AIDS. ANNUAL NO. 5 .

SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.
SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C. 20402 (SBA1.14/2:5, $.45).
PUB DATE - 63 102P.

DESCRIPTORS - INDIVIDUAL INSTRUCTION; SELF HELP PROGRAMS; *MARKETING; MANAGEMENT; *REFERENCE MATERIALS; *DISTRIBUTIVE EDUCATION; *MANAGERIAL OCCUPATIONS; MANAGEMENT EDUCATION; *BUSINESS; ADULT VOCATIONAL EDUCATION; BUSINESS SKILLS

ABSTRACT - THIS BOOKLET IS ONE OF A SERIES DESIGNED TO BRING TOGETHER THE SMALL MARKETERS AIDS SERIES WHICH WERE DEVELOPED TO PROVIDE PRACTICAL BUSINESS MANAGEMENT IDEAS FOR OWNERS AND OPERATORS OF SMALL RETAIL, WHOLESALE AND SERVICE FIRMS. INCLUDED ARE 12 ISSUES PUBLISHED IN 1960 AND TITLED: (1) INNOVATIONS--NEW IDEAS AS A SOURCE OF PROFIT, (2) ESSENTIAL PERSONAL QUALITIES FOR SMALL STORE MANAGERS, (3) CONTROLLING YOUR BUSINESS FUTURE, (4) BREAK-EVEN POINT STUDIES FOR SMALL MARKETERS, (5) ADVERTISING FOR PROFIT AND PRESTIGE, (6) BOOST PROFITS BY CUTTING MARKDOWNS, (7) ARE YOU REALLY SERVICE-MINDED? (8) IS YOUR STAFF SERVICE-MINDED? (9) HOW GOOD ARE YOUR SERVICEMEN? (10) IMPROVING COLLECTIONS FROM CREDIT SALES, (11) STORE MODERNIZATION CHECKLIST, (12) SALES CONTESTS FOR WHOLESALERS. THE ARTICLES ARE NOT DESIGNED TO BE ALL-INCLUSIVE, BUT TO HIGHLIGHT VITAL PROBLEMS AND SUGGEST A FEW STEPS TOWARD THEIR SOLUTION. OTHER DOCUMENTS IN THE SERIES ARE AVAILABLE AS VT 006 181-VT 006 187. (MM)

VT 006 186
MACARTHUR, JEAN B., ED.
SMALL MARKETERS AIDS. ANNUAL NO. 6 .

SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.
SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C. 20402 (SBA1.14/2:6, $.35).
PUB DATE - 64 99P.

DESCRIPTORS - INDIVIDUAL INSTRUCTION; SELF HELP PROGRAMS; *MARKETING; MANAGEMENT; *REFERENCE MATERIALS; *DISTRIBUTIVE EDUCATION; *MANAGERIAL OCCUPATIONS; MANAGEMENT EDUCATION; *BUSINESS; ADULT VOCATIONAL EDUCATION; BUSINESS SKILLS

ABSTRACT - THIS BOOKLET IS ONE OF A SERIES DESIGNED TO BRING TOGETHER THE SMALL MARKETERS AIDS SERIES WHICH WERE DEVELOPED TO PROVIDE PRACTICAL BUSINESS MANAGEMENT IDEAS FOR OWNERS AND OPERATORS OF SMALL RETAIL, WHOLESALE, AND SERVICE FIRMS. INCLUDED ARE 11 ISSUES PUBLISHED IN 1961 AND TITLED: (1) ARE YOUR TEXTILE LABELS LEGAL? (2) TRADE REGULATION AND SMALL BUSINESS, (3) COMMON SALE AND PAYMENT TERMS, (4) SALES PROMOTION POINTERS FOR SMALL RETAILERS, (5) EFFECTIVE SALESMANSHIP IN SMALL SERVICE FIRMS, (6) MAKING THE MOST OF YOUR SHOW WINDOWS, (7) COST CUTTING THROUGH WORK MEASUREMENT, (8) STRENGTHENING SALES PERSONNEL AND POLICIES, (9) MEETING THE RISKS OF CHANGE, (10) DEPRECIATION COSTS--DON'T OVERLOOK THEM, AND (11) USING WEATHER SERVICES IN YOUR BUSINESS. THE ARTICLES ARE NOT DESIGNED TO BE ALL-INCLUSIVE, BUT TO HIGHLIGHT VITAL PROBLEMS AND SUGGEST A FEW STEPS TOWARD THEIR SOLUTION. OTHER DOCUMENTS IN THE SERIES ARE AVAILABLE AS VT 006 181-VT 006 187. (MM)

VT 006 187
MACARTHUR, JEAN B., ED.
SMALL MARKETERS AIDS. ANNUAL NO. 7 .

SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.
SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C. 20402 (SBA1.14/2:7, $.40).
PUB DATE - 65 103P.

DESCRIPTORS - INDIVIDUAL INSTRUCTION; SELF HELP PROGRAMS; *MARKETING; MANAGEMENT; *REFERENCE MATERIALS; *MANAGERIAL OCCUPATIONS; *DISTRIBUTIVE EDUCATION; MANAGEMENT EDUCATION; *BUSINESS; ADULT VOCATIONAL EDUCATION; BUSINESS SKILLS

ABSTRACT - THIS BOOKLET IS ONE OF A SERIES

DESIGNED TO BRING TOGETHER THE SMALL BUSINESS MARKETERS AIDS SERIES WHICH WERE DEVELOPED TO PROVIDE PRACTICAL BUSINESS MANAGEMENT IDEAS FOR OWNERS AND OPERATORS OF SMALL RETAIL, WHOLESALE, AND SERVICE FIRMS. INCLUDED ARE 12 ISSUES PUBLISHED IN 1962 AND TITLED: (1) ARE YOU SELLING TODAY'S CUSTOMERS? (2) UNDERSTANDING WHY THEY BUY, (3) BUILDING THE RIGHT REPUTATION, (4) CAN YOU AFFORD INSTALLMENT SELLING? (5) HANDLING THE PROBLEM EMPLOYEE, (6) DIRECT MAIL ADVERTISING FOR SMALL RETAILERS, (7) BUILDING SALES TO ESTABLISHED ACCOUNTS, (8) BUILDING SALES TO YOUNG CUSTOMERS, (9) MANAGING WOMEN EMPLOYEES IN SMALL BUSINESS, (10) CHECKLIST FOR GOING INTO BUSINESS, (11) SPECIALIZED HELP FOR SMALL BUSINESS, (12) CENSUS INFORMATION FOR YOUR BUSINESS. THE ARTICLES ARE NOT DESIGNED TO BE ALL-INCLUSIVE BUT TO HIGHLIGHT VITAL PROBLEMS AND TO SUGGEST A FEW STEPS TOWARD THEIR SOLUTION. OTHER DOCUMENTS IN THIS SERIES ARE AVAILABLE AS VT 006 181-VT 006 187. (MM)

VT 006 637
SUCCESS AND FAILURE FACTORS IN SMALL BUSINESS . ADMINISTRATIVE MANAGEMENT COURSE PROGRAM TOPIC 1.

SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.
SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C. 20402 (SBA1.24:1, $1.25).
PUB DATE - 64 90P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; ADULT VOCATIONAL EDUCATION; *BUSINESS; *TEACHING GUIDES; *SUCCESS FACTORS; UNITS OF STUDY (SUBJECT FIELDS); *MANAGERIAL OCCUPATIONS; MANAGEMENT EDUCATION

ABSTRACT - THE ADMINISTRATIVE MANAGEMENT COURSE PROGRAM WAS DEVELOPED BY THE SMALL BUSINESS ADMINISTRATION (SBA) IN COOPERATION WITH EDUCATIONAL INSTITUTIONS IN 1954 TO BRING MODERN MANAGEMENT KNOWLEDGE AND TECHNIQUES TO OWNERS AND MANAGERS OF SMALL BUSINESSES. A COMMITTEE ON MANAGEMENT EDUCATION WAS FORMED CONSISTING OF REPRESENTATIVES OF THE DISTRIBUTIVE EDUCATION DIVISION OF THE AMERICAN VOCATIONAL ASSOCIATION, AND THE SBA TO STUDY WAYS OF MEETING THE SMALL-BUSINESS MANAGEMENT NEEDS OF SMALL COMMUNITIES. THE COMMITTEE RECOMMENDED THAT A SERIES OF SUBJECT PRESENTATIONS BE DEVELOPED. THIS DOCUMENT IS ONE OF THE RECOMMENDED SERIES AND INCLUDES LESSON PLANS, LECTURES, VISUAL AIDS, CASE STUDIES, HANDOUT MATERIALS, ASSIGNMENTS, AND A BIBLIOGRAPHY FOR TEACHING ABOUT THE SUCCESS AND FAILURE FACTORS IN SMALL BUSINESSES. THE COURSE IS DESIGNED TO BE TAUGHT BY A MANAGEMENT SPECIALIST. RELATED DOCUMENTS ARE AVAILABLE AS VT 000 238, VT 001 700, VT 002 029, VT 002 830, VT 005 516, VT 006 638-VT 006 641, AND VT 006 643-VT 006 648. (MM)

VT 006 638
MANAGING TO SELLL. ADMINISTRATIVE MANAGEMENT COURSE PROGRAM TOPIC 3.

SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.
SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C. (SBA1.24:3, $1.50).
PUB DATE - 64 86P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; ADULT VOCATIONAL EDUCATION; BUSINESS; *TEACHING GUIDES; *SALESMANSHIP; UNITS OF STUDY (SUBJECT FIELDS); *MANAGERIAL OCCUPATIONS; MANAGEMENT EDUCATION

ABSTRACT - THE ADMINISTRATIVE MANAGEMENT COURSE PROGRAM WAS DEVELOPED BY THE SMALL BUSINESS ADMINISTRATION (SBA) IN COOPERATION WITH EDUCATIONAL INSTITUTIONS IN 1954 TO BRING MODERN MANAGEMENT KNOWLEDGE AND TECHNIQUES TO OWNERS AND MANAGERS OF SMALL BUSINESSES. A COMMITTEE ON MANAGEMENT EDUCATION WAS FORMED CONSISTING OF REPRESENTATIVES OF THE DISTRIBUTIVE EDUCATION DIVISION OF THE AMERICAN VOCATIONAL ASSOCIATION, AND THE SBA TO STUDY WAYS OF MEETING THE SMALL-BUSINESS MANAGEMENT NEEDS OF SMALL COMMUNITIES. THE COMMITTEE RECOMMENDED THAT A SERIES OF SUBJECT PRESENTATIONS BE DEVELOPED. THIS DOCUMENT IS ONE OF THE RECOMMENDED SERIES AND INCLUDES LESSON PLANS, LECTURES, VISUAL AIDS, CASE STUDIES, HANDOUT MATERIALS, ASSIGNMENTS, AND A BIBLIOGRAPHY FOR TEACHING ABOUT SALESMANSHIP IN SMALL BUSINESSES. THE COURSE IS DESIGNED TO BE TAUGHT BY A SALES TRAINING DIRECTOR OR DISTRIBUTIVE EDUCATION COORDINATOR. RELATED DOCUMENTS ARE AVAILABLE AS VT 000 238, VT 001 700, VT 002 029, VT 002 830, VT 005 516, VT 006 637, VT 006 639-VT 006 641, AND VT 006 643-VT 006 648. (MM)

VT 006 639
THE WHY AND WHAT OF BOOKKEEPING . ADMINISTRATIVE MANAGEMENT COURSE PROGRAM TOPIC 4.

SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.
SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C. 20402 (SBA1.24:4, $1.50).
PUB DATE - 65 78P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; ADULT VOCATIONAL EDUCATION; BUSINESS; *TEACHING GUIDES; *BOOKKEEPING; *MANAGERIAL OCCUPATIONS; MANAGEMENT EDUCATION; UNITS OF STUDY (SUBJECT FIELDS)

ABSTRACT - THE ADMINISTRATIVE MANAGEMENT COURSE PROGRAM WAS DEVELOPED BY THE SMALL BUSINESS ADMINISTRATION (SBA) IN COOPERATION WITH EDUCATIONAL INSTITUTIONS IN 1954 TO BRING MODERN MANAGEMENT KNOWLEDGE AND TECHNIQUES TO OWNERS AND MANAGERS OF SMALL BUSINESSES. A COMMITTEE ON MANAGEMENT EDUCATION WAS FORMED CONSISTING OF REPRESENTATIVES OF THE DISTRIBUTIVE EDUCATION DIVISION OF THE AMERICAN VOCATIONAL ASSOCIATION, AND THE SBA TO STUDY WAYS OF MEETING THE SMALL-BUSINESS MANAGEMENT NEEDS OF SMALL COMMUNITIES. THE COMMITTEE RECOMMENDED THAT A SERIES OF SUBJECT PRESENTATIONS BE DEVELOPED. THIS DOCUMENT IS ONE OF THE RECOMMENDED SERIES AND INCLUDES LESSON PLANS, LECTURES, VISUAL AIDS, CASE

STUDIES, HANDOUT MATERIALS, ASSIGNMENTS, AND A BIBLIOGRAPHY FOR TEACHING BOOKKEEPING FOR SMALL BUSINESSES. THE COURSE IS DESIGNED TO BE TAUGHT BY A BANKER OR A FINANCIAL EXECUTIVE. RELATED DOCUMENTS ARE AVAILABLE AS VT 000 238, VT 001 700, VT 002 029, VT 002 830, VT 005 516, VT 006 637, VT 006 638, VT 006 640, VT 006 641, AND VT 006 643-VT 006 648. (MM)

VT 006 640
FINANCING--SHORT AND LONG TERM NEEDS . ADMINISTRATIVE MANAGEMENT COURSE PROGRAM TOPIC 5.

SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.
SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C. 20402 (SBA1.24:5, $1.50).
PUB DATE - 65 94P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; ADULT VOCATIONAL EDUCATION; *BUSINESS; *TEACHING GUIDES; *FINANCIAL NEEDS; UNITS OF STUDY (SUBJECT FIELDS); MANAGEMENT EDUCATION; *MANAGERIAL OCCUPATIONS

ABSTRACT - THE ADMINISTRATIVE MANAGEMENT COURSE PROGRAM WAS DEVELOPED BY THE SMALL BUSINESS ADMINISTRATION (SBA) IN COOPERATION WITH EDUCATIONAL INSTITUTIONS IN 1954 TO BRING MODERN MANAGEMENT KNOWLEDGE AND TECHNIQUES TO OWNERS AND MANAGERS OF SMALL BUSINESSES. A COMMITTEE ON MANAGEMENT EDUCATION WAS FORMED CONSISTING OF REPRESENTATIVES OF THE DISTRIBUTIVE EDUCATION DIVISION OF THE AMERICAN VOCATIONAL ASSOCIATION, AND THE SBA TO STUDY WAYS OF MEETING THE SMALL-BUSINESS MANAGEMENT NEEDS OF SMALL COMMUNITIES. THE COMMITTEE RECOMMENDED THAT A SERIES OF SUBJECT PRESENTATIONS BE DEVELOPED. THIS DOCUMENT IS ONE OF THE RECOMMENDED SERIES AND INCLUDES LESSON PLANS, LECTURES, VISUAL AIDS, CASE STUDIES, HANDOUT MATERIALS, ASSIGNMENTS, AND A BIBLIOGRAPHY FOR TEACHING THE FINANCING OF SMALL BUSINESSES. THE COURSE IS DESIGNED TO BE TAUGHT BY A BANKER OR A FINANCIAL EXECUTIVE. RELATED DOCUMENTS ARE AVAILABLE AS VT 000 238, VT 001 700, VT 002 029, VT 002 830, VT 005 516, VT 006 637-VT 006 639, VT 006 641, AND VT 006 643-VT 006 648. (MM)

VT 006 641
PERSONNEL MANAGEMENT . DEVELOPING GOOD EMPLOYEES. ADMINISTRATIVE MANAGEMENT COURSE PROGRAM TOPIC 6.

SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.
SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C. 20402 (SBA1.24:6, $1.25).
PUB DATE - 65 102P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; ADULT VOCATIONAL EDUCATION; BUSINESS; *TEACHING GUIDES; *PERSONNEL; *MANAGEMENT; *MANAGERIAL OCCUPATIONS; MANAGEMENT EDUCATION; UNITS OF STUDY (SUBJECT FIELDS)

ABSTRACT - THE ADMINISTRATIVE MANAGEMENT COURSE PROGRAM WAS DEVELOPED BY THE SMALL BUSINESS ADMINISTRATION (SBA) IN COOPERATION WITH EDUCATIONAL INSTITUTIONS IN 1954 TO BRING MODERN MANAGEMENT KNOWLEDGE AND TECHNIQUES TO OWNERS AND MANAGERS OF SMALL BUSINESSES. A COMMITTEE ON MANAGEMENT EDUCATION WAS FORMED CONSISTING OF REPRESENTATIVES OF THE DISTRIBUTIVE EDUCATION DIVISION OF THE AMERICAN VOCATIONAL ASSOCIATION, AND THE SBA TO STUDY WAYS OF MEETING THE SMALL-BUSINESS MANAGEMENT NEEDS OF SMALL COMMUNITIES. THE COMMITTEE RECOMMENDED THAT A SERIES OF SUBJECT PRESENTATIONS BE DEVELOPED. THIS DOCUMENT IS ONE OF THE RECOMMENDED SERIES AND INCLUDES LESSON PLANS, LECTURES, VISUAL AIDS, CASE STUDIES, HANDOUT MATERIALS, ASSIGNMENTS, AND A BIBLIOGRAPHY FOR TEACHING PERSONNEL DEVELOPMENT FOR SMALL BUSINESSES. THE COURSE IS DESIGNED TO BE TAUGHT BY A PERSONNEL MANAGER OR TRAINING DIRECTOR. RELATED DOCUMENTS ARE AVAILABLE AS VT 000 238, VT 001 700, VT 002 029, VT 002 830, VT 005 516, VT 006 637-VT 006 640, AND VT 006 643-VT 006 648. (MM)

VT 006 643
CHOOSING A FORM OF BUSINESS ORGANIZATION . ADMINISTRATIVE MANAGEMENT COURSE PROGRAM TOPIC 11.

SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.
SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C. 20402 (SBA1.24:11, $1.50).
PUB DATE - 65 76P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; ADULT VOCATIONAL EDUCATION; *BUSINESS; *TEACHING GUIDES; *ORGANIZATION; *MANAGERIAL OCCUPATIONS; MANAGEMENT EDUCATION; UNITS OF STUDY (SUBJECT FIELDS)

ABSTRACT - THE ADMINISTRATIVE MANAGEMENT COURSE PROGRAM WAS DEVELOPED BY THE SMALL BUSINESS ADMINISTRATION (SBA) IN COOPERATION WITH EDUCATIONAL INSTITUTIONS IN 1954 TO BRING MODERN MANAGEMENT KNOWLEDGE AND TECHNIQUES TO OWNERS AND MANAGERS OF SMALL BUSINESSES. A COMMITTEE ON MANAGEMENT EDUCATION WAS FORMED CONSISTING OF REPRESENTATIVES OF THE DISTRIBUTIVE EDUCATION DIVISION OF THE AMERICAN VOCATIONAL ASSOCIATION, AND THE SBA TO STUDY WAYS OF MEETING THE SMALL-BUSINESS MANAGEMENT NEEDS OF SMALL COMMUNITIES. THE COMMITTEE RECOMMENDED THAT A SERIES OF SUBJECT PRESENTATIONS BE DEVELOPED. THIS DOCUMENT IS ONE OF THE RECOMMENDED SERIES AND INCLUDES LESSON PLANS, LECTURES, VISUAL AIDS, CASE STUDIES, HANDOUT MATERIALS, ASSIGNMENTS, AND A BIBLIOGRAPHY FOR TEACHING ABOUT TYPES OF BUSINESS ORGANIZATION. THE COURSE IS DESIGNED TO BE TAUGHT BY A LAWYER OR MANAGEMENT CONSULTANT. RELATED DOCUMENTS ARE AVAILABLE AS VT 000 238, VT 001 700, VT 002 029, VT 002 830, VT 005 516, VT 006 637-VT 006 641, AND VT 006 644-VT 006 648. (MM)

VT 006 644
SAFEGUARDING YOUR BUSINESS AND MANAGEMENT SUCCESSION . ADMINISTRATIVE MANAGEMENT COURSE

PROGRAM TOPIC 12.

SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.
SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C. 20402 (SBA1.24:12, $1.50).
PUB DATE - 65 80P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; ADULT VOCATIONAL EDUCATION; BUSINESS; *TEACHING GUIDES; *INSURANCE PROGRAMS; UNITS OF STUDY (SUBJECT FIELDS); *MANAGERIAL OCCUPATIONS; MANAGEMENT EDUCATION

ABSTRACT - THE ADMINISTRATIVE MANAGEMENT COURSE PROGRAM WAS DEVELOPED BY THE SMALL BUSINESS ADMINISTRATION (SBA) IN COOPERATION WITH EDUCATIONAL INSTITUTIONS IN 1954 TO BRING MODERN MANAGEMENT KNOWLEDGE AND TECHNIQUES TO OWNERS AND MANAGERS OF SMALL BUSINESSES. A COMMITTEE ON MANAGEMENT EDUCATION WAS FORMED CONSISTING OF REPRESENTATIVES OF THE DISTRIBUTIVE EDUCATION DIVISION OF THE AMERICAN VOCATIONAL ASSOCIATION, AND THE SBA TO STUDY WAYS OF MEETING THE SMALL-BUSINESS MANAGEMENT NEEDS OF SMALL COMMUNITIES. THE COMMITTEE RECOMMENDED THAT A SERIES OF SUBJECT PRESENTATIONS BE DEVELOPED. THIS DOCUMENT IS ONE OF THE RECOMMENDED SERIES AND INCLUDES LESSON PLANS, LECTURES, VISUAL AIDS, CASE STUDIES, HANDOUT MATERIALS, ASSIGNMENTS, AND A BIBLIOGRAPHY FOR TEACHING ABOUT FINANCIAL MANAGEMENT AND INSURANCE FOR SMALL BUSINESSES. THE COURSE IS DESIGNED TO BE TAUGHT BY A MANAGEMENT CONSULTANT OR A RETAIL BUSINESSMAN. RELATED DOCUMENTS ARE AVAILABLE AS VT 000 238, VT 001 700, VT 002 029, VT 002 830, VT 005 516, VT 006 637-VT 006 641, VT 006 643, AND VT 006 645-VT 006 648. (MM)

VT 006 645
SMALL BUSINESS LOCATION AND LAYOUT . ADMINISTRATIVE MANAGEMENT COURSE PROGRAM TOPIC 13.

SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.
SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C. 20402 (SBA1.24:13, $1.50).
PUB DATE - 65 77P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; ADULT VOCATIONAL EDUCATION; *BUSINESS; *TEACHING GUIDES; *GEOGRAPHIC LOCATION; UNITS OF STUDY (SUBJECT FIELDS); *MANAGERIAL OCCUPATIONS; MANAGEMENT EDUCATION; SITE SELECTION

ABSTRACT - THE ADMINISTRATIVE MANAGEMENT COURSE PROGRAM WAS DEVELOPED BY THE SMALL BUSINESS ADMINISTRATION (SBA) IN COOPERATION WITH EDUCATIONAL INSTITUTIONS IN 1954 TO BRING MODERN MANAGEMENT KNOWLEDGE AND TECHNIQUES TO OWNERS AND MANAGERS OF SMALL BUSINESSES. A COMMITTEE ON MANAGEMENT EDUCATION WAS FORMED CONSISTING OF REPRESENTATIVES OF THE DISTRIBUTIVE EDUCATION DIVISION OF THE AMERICAN VOCATIONAL ASSOCIATION, AND THE SBA TO STUDY WAYS OF MEETING THE SMALL-BUSINESS MANAGEMENT NEEDS OF SMALL COMMUNITIES. THE COMMITTEE RECOMMENDED THAT A SERIES OF SUBJECT PRESENTATIONS BE DEVELOPED. THIS DOCUMENT IS ONE OF THE RECOMMENDED SERIES AND INCLUDES LESSON PLANS, LECTURES, VISUAL AIDS, CASE STUDIES, HANDOUT MATERIALS, ASSIGNMENTS, AND A BIBLIOGRAPHY FOR TEACHING ABOUT THE LOCATION AND LAYOUT OF SMALL BUSINESSES. THE COURSE IS DESIGNED TO BE TAUGHT BY A MANAGEMENT CONSULTANT OR A CHAMBER OF COMMERCE OFFICIAL. RELATED DOCUMENTS ARE AVAILABLE AS VT 000 238, VT 001 700, VT 002 029, VT 002 830, VT 005 516, VT 006 637-VT 006 641, VT 006 643, VT 006 644, AND VT 006 646-VT 006 648. (MM)

VT 006 646
EFFECTIVE ADVERTISING . ADMINISTRATIVE MANAGEMENT COURSE PROGRAM, TOPIC 14.

SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.
SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C. 20402 (SBA1.24:14, $1.25).
PUB DATE - 65 80P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; ADULT VOCATIONAL EDUCATION; BUSINESS; *TEACHING GUIDES; *MANAGERIAL OCCUPATIONS; *PUBLICITY; MANAGEMENT EDUCATION; UNITS OF STUDY (SUBJECT FIELDS)

ABSTRACT - THE ADMINISTRATIVE MANAGEMENT COURSE PROGRAM WAS DEVELOPED BY THE SMALL BUSINESS ADMINISTRATION (SBA) IN COOPERATION WITH EDUCATIONAL INSTITUTIONS IN 1954 TO BRING MODERN MANAGEMENT KNOWLEDGE AND TECHNIQUES TO OWNERS AND MANAGERS OF SMALL BUSINESSES. A COMMITTEE ON MANAGEMENT EDUCATION WAS FORMED CONSISTING OF REPRESENTATIVES OF THE DISTRIBUTIVE EDUCATION DIVISION OF THE AMERICAN VOCATIONAL ASSOCIATION, AND THE SBA TO STUDY WAYS OF MEETING THE SMALL-BUSINESS MANAGEMENT NEEDS OF SMALL COMMUNITIES. THE COMMITTEE RECOMMENDED THAT A SERIES OF SUBJECT PRESENTATIONS BE DEVELOPED. THIS DOCUMENT IS ONE OF THE RECOMMENDED SERIES AND INCLUDES LESSON PLANS, LECTURES, VISUAL AIDS, CASE STUDIES, HANDOUT MATERIALS, ASSIGNMENTS, AND A BIBLIOGRAPHY FOR TEACHING ABOUT EFFECTIVE ADVERTISING. THE COURSE IS DESIGNED TO BE TAUGHT BY AN ADVERTISING MANAGER OR A PUBLIC RELATIONS PERSON. RELATED DOCUMENTS ARE AVAILABLE AS VT 000 238, VT 001 700, VT 006 637-VT 006 641, VT 006 643-VT 006 645, VT 006 647, AND VT 006 648. (MM)

VT 006 647
SOURCES OF ASSISTANCE AND INFORMATION . ADMINISTRATIVE MANAGEMENT COURSE PROGRAM TOPIC 15.

SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.
SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C.
(SBA1.24:15, $1.50).
PUB DATE - 65 79P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; ADULT VOCATIONAL EDUCATION; BUSINESS; *TEACHING GUIDES; *INFORMATION SOURCES; UNITS OF STUDY (SUBJECT FIELDS); *MANAGERIAL OCCUPATIONS;

MANAGEMENT EDUCATION

ABSTRACT - THE ADMINISTRATIVE MANAGEMENT COURSE PROGRAM WAS DEVELOPED BY THE SMALL BUSINESS ADMINISTRATION (SBA) IN COOPERATION WITH EDUCATIONAL INSTITUTIONS IN 1954 TO BRING MODERN MANAGEMENT KNOWLEDGE AND TECHNIQUES TO OWNERS AND MANAGERS OF SMALL BUSINESSES. A COMMITTEE ON MANAGEMENT EDUCATION WAS FORMED CONSISTING OF REPRESENTATIVES OF THE DISTRIBUTIVE EDUCATION DIVISION OF THE AMERICAN VOCATIONAL ASSOCIATION, AND THE SBA TO STUDY WAYS OF MEETING THE SMALL-BUSINESS MANAGEMENT NEEDS OF SMALL COMMUNITIES. THE COMMITTEE RECOMMENDED THAT A SERIES OF SUBJECT PRESENTATIONS BE DEVELOPED. THIS DOCUMENT IS ONE OF THE RECOMMENDED SERIES AND INCLUDES LESSON PLANS, LECTURES, VISUAL AIDS, CASE STUDIES, HANDOUT MATERIALS, ASSIGNMENTS, AND A BIBLIOGRAPHY FOR TEACHING ABOUT SOURCES OF ASSISTANCE AND INFORMATION. THE COURSE IS DESIGNED TO BE TAUGHT BY A LIBRARIAN OR MANAGEMENT CONSULTANT. RELATED DOCUMENTS ARE AVAILABLE AS VT 000 238, VT 001 700, VT 002 029, VT 002 830, VT 005 516, VT 006 637-VT 006 641, VT 006 643-VT 006 646, AND VT 006 648. (MM)

VT 006 737
THE ECONOMIC FACTS OF LIFE FOR THE SMALL ENGINE SERVICE DEALER. VOLUME 1, FINANCIAL .

AUTOMOTIVE ELECTRIC ASSOCIATION, DETROIT, MICH. ENGINE SERVICE INSTITUTE
AUTOMOTIVE ELECTRIC ASSOCIATION, 16223 MEYERS ROAD, DETROIT, MICHIGAN 48235 ($2.00).
PUB DATE - 64 60P.

DESCRIPTORS - *REFERENCE MATERIALS; ECONOMIC FACTORS; *ENGINES; *MANAGERIAL OCCUPATIONS; *DISTRIBUTIVE EDUCATION; MANAGEMENT EDUCATION; MANAGEMENT; *BUSINESS; POST SECONDARY EDUCATION; HIGH SCHOOLS; ECONOMIC OPPORTUNITIES

ABSTRACT - DEVELOPED BY A COMMITTEE OF SUBJECT MATTER SPECIALISTS FROM THE TECHNICAL STAFFS OF SIX AUTOMOTIVE ELECTRIC ASSOCIATION SMALL ENGINE MANUFACTURERS, THIS REFERENCE WAS DEVELOPED FOR USE BY SMALL AIR-COOLED ENGINE SPECIALISTS AND AS AN OCCUPATIONAL AID TO SMALL ENGINE DEALERS. THE CONTENT INCLUDES CHAPTERS ON: (1) INDUSTRY SCOPE INCLUDING OPPORTUNITY, STABILITY, AND CHALLENGE, (2) MANAGEMENT OF CAPITAL, AND (3) LABOR RATE CALCULATIONS TO PROVIDE FOR OVERHEAD AND LIVELIHOOD. THE TEACHER SHOULD HAVE KNOWLEDGE AND EXPERIENCE IN THE SMALL ENGINE FIELD, AND STUDENTS SHOULD BE INTERESTED IN ESTABLISHING THEMSELVES IN THE SMALL ENGINE BUSINESS. AN APPROPRIATE SETTING FOR THIS COURSE OF APPROXIMATELY 20 HOURS WOULD BE A TRADE, VOCATIONAL, HIGH, OR COLLEGE SCHOOL. VOLUME II OF THIS SERIES IS AVAILABLE AS VT 006 738. (DM)

VT 006 738
THE ECONOMIC FACTS OF LIFE FOR THE SMALL ENGINE SERVICE DEALER, VOLUME 2, OPERATIONAL .

AUTOMOTIVE ELECTRIC ASSOCIATION, DETROIT, MICH. ENGINE SERVICE INST.
AUTOMOTIVE ELECTRIC ASSOCIATION, 16223 MEYERS ROAD, DETROIT, MICHIGAN 48235 ($2.00).
PUB DATE - 66 75P.

DESCRIPTORS - *REFERENCE MATERIALS; MANAGEMENT EDUCATION; ECONOMIC OPPORTUNITIES; *ENGINES; *DISTRIBUTIVE EDUCATION;N*BUSINESS; MANAGEMENT; HIGH SCHOOLS; POST SECONDARY EDUCATION; ECONOMIC FACTORS

ABSTRACT - DESIGNED BY SUBJECT MATTER SPECIALISTS FROM THE TECHNICAL STAFFS OF SIX AUTOMOTIVE ELECTRIC ASSOCIATION SMALL ENGINE MANUFACTURER MEMBERS, THIS REFERENCE IS FOR MALE STUDENTS OF POST-HIGH SCHOOL AGE WITH AVERAGE MECHANICAL APTITUDE. THE CONTENT INCLUDES SUGGESTIONS FOR INVENTORY CONTROL AND BUYING GUIDES, OFF-SEASON ACTIVITIES, AND USING MONEY AS A TOOL. TEACHERS SHOULD HAVE KNOWLEDGE AND EXPERIENCE IN THE SMALL ENGINE FIELD AND STUDENTS SHOULD BE INTERESTED IN ESTABLISHING A SMALL ENGINE BUSINESS. THIS 20-HOUR COURSE IS RECOMMENDED FOR USE IN TRADE SCHOOLS, VOCATIONAL SCHOOLS, HIGH SCHOOLS, AND COMMUNITY COLLEGES. VOLUME I OF THIS SERIES IS AVAILABLE AS VT 006 737. (DM)

VT 007 015
CELUCA, MARVIN R.; ERTEL, KENNETH A.
CASH REGISTER OPERATION RETAILING INSTRUCTIONAL SYSTEM. FINAL REPORT, NO. 26, VI-PROGRAM DESCRIPTION .

IDAHO UNIV., MOSCOW. DEPT. OF EDUCATION
WASHINGTON STATE UNIV., PULLMAN. DEPT. OF EDUCATION
IDAHO STATE BOARD FOR VOCATIONAL EDUCATION, BOISE
WASHINGTON STATE COORDINATING COUNCIL FOR OCCUPATIONAL EDUCATION, OLYMPIA
OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C.
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BR-7-0031
PUB DATE - AUG68 31P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *RETAILING; INDIVIDUAL INSTRUCTION; *PROGRAMED MATERIALS; ENTRY WORKERS; *SALESNWORKERS; *CASH REGISTER; HIGH SCHOOL STUDENTS

ABSTRACT - THIS BOOKLET IS ONE OF A SERIES (VT 007 015-VT 007 030) OF PROGRAMED INSTRUCTION THAT WHEN INTEGRATED WITH THE OTHER PRESCRIBED COMPONENTS WILL REPRESENT THE BASIC INSTRUCTIONAL CONTENT FOR TRAINING YOUNG ADULTS TO PERFORM IN ENTRY LEVEL RETAIL JOBS. THIS BOOKLET WAS DEVELOPED AS A JOINT UNIVERSITY OF IDAHO-WASHINGTON STATE UNIVERSITY VOCATIONAL-TECHNICAL EDUCATION RESEARCH AND DEVELOPMENT PROJECT. THE COMPLETE RETAILING INSTRUCTIONAL SYSTEM INCLUDES THE SUB-SYSTEMS: (1) SALESPERSON'S JOB, (2) QUALITIES OF SALESPERSON, (3) CUSTOMER'S BUYING MOTIVES, (4) SELLING PROCESS, (5) MERCHANDISE INFORMATION, (6) CASH REGISTER OPERATION, (7) STOCKKEEPING, (8) RETAIL RECORDS, AND (9) WORKING WITH PEOPLE. THIS BOOKLET DEALS SPECIFICALLY WITH TRAINING FOR CASH REGISTER OPERATION AND INCLUDES PRETESTS IN MATH, A PROGRAM DESCRIPTION AND PROGRAM BOOKLET VI-A, THE INTRODUCTION, AND PROGRAM BOOKLET VI-B,

PREPARING THE CASH REGISTER. ALL OF THE MATERIALS ARE DESIGNED FOR HIGH SCHOOL STUDENTS AT THE 11TH OR 12TH GRADE LEVEL. THE STUDENT SHOULD BE ABLE TO MASTER THE CONTENT SECTIONS BY HIMSELF. THE MATERIALS USE A NUMBER OF BOOKLETS, TEXTBOOK REFERENCES AND FILMSTRIPS AS WELL AS MACHINES WHEN NEEDED TO AUGMENT THE BOOKLET. (MM)

VT 007 016
DELUGA, MARVIN R.; ERTEL, KENNETH A.
CASH REGISTER OPERATION RETAILING INSTRUCTIONAL SYSTEM. FINAL REPORT, NO. 26, VI-C. CASH REGISTER OPERATION .

IDAHO UNIV., MOSCOW. DEPT. OF EDUCATION
WASHINGTON STATE UNIV., PULLMAN. DEPT. OF EDUCATION
IDAHO STATE BOARD FOR VOCATIONAL EDUCATION, BOISE
WASHINGTON STATE COORDINATING COUNCIL FOR OCCUPATIONAL EDUCATION, OLYMPIA
OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C.
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DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *RETAILING; *PROGRAMED MATERIALS; INDIVIDUAL INSTRUCTION; ENTRY WORKERS; *SALES WORKERS; *CASH REGISTER; HIGH SCHOOL STUDENTS

ABSTRACT - THIS BOOKLET IS ONE OF A SERIES (VT 007 015-VT 007 030) OF PROGRAMED INSTRUCTION THAT WHEN INTEGRATED WITH THE OTHER PRESCRIBED COMPONENTS WILL REPRESENT THE BASIC INSTRUCTIONAL CONTENT FOR TRAINING YOUNG ADULTS TO PERFORM IN ENTRY LEVEL RETAIL JOBS. THIS BOOKLET WAS DEVELOPED AS A JOINT UNIVERSITY OF IDAHO-WASHINGTON STATE UNIVERSITY VOCATIONAL-TECHNICAL EDUCATION RESEARCH AND DEVELOPMENT PROJECT. THE COMPLETE RETAILING INSTRUCTIONAL SYSTEM INCLUDES THE SUB-SYSTEMS: (1) SALESPERSON'S JOB, (2) QUALITIES OF SALESPERSON, (3) CUSTOMER BUYING MOTIVES, (4) SELLING PROCESS, (5) MERCHANDISE INFORMATION, (6) CASH REGISTER OPERATION, (7) STOCKKEEPING, (8) RETAIL RECORDS, AND (9) WORKING WITH PEOPLE. THIS BOOKLET DEALS SPECIFICALLY WITH TRAINING FOR CASH REGISTER OPERATION AND INCLUDES PROGRAM BOOKLET VI-C, CASH REGISTER OPERATION, AND PROGRAM BOOKLET VI-D, MAKING CHANGE. ALL OF THE MATERIALS ARE DESIGNED FOR HIGH SCHOOL STUDENTS AT THE 11TH OR 12TH GRADE LEVEL. THE STUDENT SHOULD BE ABLE TO MASTER THE CONTENT SECTIONS BY HIMSELF. THE MATERIALS USE A NUMBER OF BOOKLETS, TEXTBOOK REFERENCES AND FILMSTRIPS AS WELL AS MACHINES WHEN NEEDED TO AUGMENT THE BOOKLET. (MM)

VT 007 017
DELUGA, MARVIN R.; ERTEL, KENNETH A.
CASH REGISTER OPERATION RETAILING INSTRUCTIONAL SYSTEM. FINAL REPORT, NO. 26, VI-E. ACCEPTING CHECKS .

IDAHO UNIV., MOSCOW. DEPT. OF EDUCATION
WASHINGTON STATE UNIV., PULLMAN. DEPT. OF EDUCATION
IDAHO STATE BOARD FOR VOCATIONAL EDUCATION, BOISE
WASHINGTON STATE COORDINATING COUNCIL FOR OCCUPATIONAL EDUCATION, OLYMPIA
OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C.
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DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *RETAILING; INDIVIDUAL INSTRUCTION; *PROGRAMED MATERIALS; ENTRY WORKERS; *SALES WORKERS; *CASH REGISTER; HIGH SCHOOL STUDENTS

ABSTRACT - THIS BOOKLET IS ONE OF A SERIES (VT 007 015-VT 007 030) OF PROGRAMED INSTRUCTION THAT WHEN INTEGRATED WITH THE OTHER PRESCRIBED COMPONENTS WILL REPRESENT THE BASIC INSTRUCTIONAL CONTENT FOR TRAINING YOUNG ADULTS TO PERFORM IN ENTRY LEVEL RETAIL JOBS. THIS BOOKLET WAS DEVELOPED AS A JOINT UNIVERSITY OF IDAHO-WASHINGTON STATE UNIVERSITY VOCATIONAL-TECHNICAL EDUCATION RESEARCH AND DEVELOPMENT PROJECT. THE COMPLETE RETAILING INSTRUCTIONAL SYSTEM INCLUDES THE SUB-SYSTEMS: (1) SALESPERSON'S JOB, (2) QUALITIES OF SALESPERSON, (3) CUSTOMER'S BUYING MOTIVES, (4) SELLING PROCESS, (5) MERCHANDISE INFORMATION, (6) CASH REGISTER OPERATION, (7) STOCKKEEPING, (8) RETAIL RECORDS, AND (9) WORKING WITH PEOPLE. THIS BOOKLET DEALS SPECIFICALLY WITH TRAINING FOR CASH REGISTER OPERATION AND INCLUDES PROGRAM BOOKLET VI-E, ACCEPTING CHECKS, PROGRAM BOOKLET VI-F, PROTECTING YOUR STORE, AND PROGRAM BOOKLET VI-G, CLEARING THE CASH REGISTER. ALL OF THE MATERIALS ARE DESIGNED FOR HIGH SCHOOL STUDENTS AT THE 11TH OR 12TH GRADE LEVEL. THE STUDENT SHOULD BE ABLE TO MASTER THE CONTENT SECTIONS BY HIMSELF. THE MATERIALS USE A NUMBER OF BOOKLETS, TEXTBOOK REFERENCES AND FILMSTRIPS AS WELL AS MACHINES WHEN NEEDED TO AUGMENT THE BOOKLET. (MM)

VT 007 018
DELUGA, MARVIN R.; ERTEL, KENNETH A.
CASH REGISTER OPERATION RETAILING INSTRUCTIONAL SYSTEM. FINAL REPORT, NO. 26, VI-H. CRITERION TEST.

IDAHO STATE BOARD FOR VOCATIONAL EDUCATION, BOISE
WASHINGTON STATE UNIV., PULLMAN. DEPT. OF EDUCATION
IDAHO UNIV., MOSCOW. DEPT. OF EDUCATION
WASHINGTON STATE COORDINATING COUNCIL FOR OCCUPATIONAL EDUCATION, OLYMPIA
OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C.
OEG-4-7-070031-1626 08
BR-7-0031
PUB DATE - AUG68 23P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *RETAILING; INDIVIDUAL INSTRUCTION; *PROGRAMED MATERIALS; ENTRY WORKERS; *SALES WORKERS; *CASH REGISTER; HIGH SCHOOL STUDENTS

ABSTRACT - THIS BOOKLET IS ONE OF A SERIES (VT 007 015-VT 007 030) OF PROGRAMED INSTRUCTION THAT WHEN INTEGRATED WITH THE OTHER PRESCRIBED COMPONENTS WILL REPRESENT THE BASIC INSTRUCTIONAL CONTENT FOR TRAINING YOUNG ADULTS TO PERFORM IN ENTRY LEVEL RETAIL JOBS. THIS BOOKLET WAS DEVELOPED AS A JOINT UNIVERSITY OF IDAHO-WASHINGTON STATE

UNIVERSITY VOCATIONAL-TECHNICAL EDUCATION RESEARCH AND DEVELOPMENT PROJECT. THE COMPLETE RETAILING INSTRUCTIONAL SYSTEM INCLUDES THE SUB-SYSTEMS: (1) SALESPERSON'S JOB, (2) QUALITIES OF SALESPERSON, (3) CUSTOMER'S BUYING MOTIVES, (4) SELLING PROCESS, (5) MERCHANDISE INFORMATION, (6) CASH REGISTER OPERATION, (7) STOCKKEEPING, (8) RETAIL RECORDS, AND (9) WORKING WITH PEOPLE. THIS BOOKLET DEALS SPECIFICALLY WITH TRAINING FOR CASH REGISTER OPERATION AND INCLUDES PROGRAM BOOKLET IV-H, CRITERION TEST. ALL OF THE MATERIALS ARE DESIGNED FOR HIGH SCHOOL STUDENTS AT THE 11TH OR 12TH GRADE LEVEL. THE STUDENT SHOULD BE ABLE TO MASTER THE CONTENT SECTIONS BY HIMSELF. THE MATERIALS USE A NUMBER OF BOOKLETS, TEXTBOOK REFERENCES AND FILMSTRIPS AS WELL AS MACHINES WHEN NEEDED TO AUGMENT THE BOOKLET. (MM)

VT 007 019
ENSRUD, PETER R.; ERTEL, KENNETH A.
THE STOCKKEEPING TASK RETAILING INSTRUCTIONAL SYSTEM. FINAL REPORT, NO. 26, VII-GUIDEBOOK.

IDAHO UNIV., MOSCOW. DEPT. OF EDUCATION
WASHINGTON STATE UNIV., PULLMAN. DEPT. OF EDUCATION
IDAHO STATE BOARD FOR VOCATIONAL EDUCATION, OLYMPIA
WASHINGTON STATE COORDINATING COUNCIL FOR OCCUPATIONAL EDUCATION, OLYMPIA
OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C.
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PUB DATE - AUG68 25P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *RETAILING; INDIVIDUAL INSTRUCTION; *PROGRAMED MATERIALS; ENTRY WORKERS; SALES WORKERS; *STOCKKEEPING; HIGH SCHOOL STUDENTS

ABSTRACT - THIS BOOKLET IS ONE OF A SERIES (VT 007 015-VT 007 030) OF PROGRAMMED INSTRUCTION THAT WHEN INTEGRATED WITH THE OTHER PRESCRIBED COMPONENTS WILL REPRESENT THE BASIC INSTRUCTIONAL CONTENT FOR TRAINING YOUNG ADULTS TO PERFORM IN ENTRY LEVEL RETAIL JOBS. THIS BOOKLET WAS DEVELOPED AS A JOINT UNIVERSITY OF IDAHO-WASHINGTON STATE UNIVERSITY VOCATIONAL-TECHNICAL EDUCATION RESEARCH AND DEVELOPMENT PROJECT. THE COMPLETE RETAILING INSTRUCTIONAL SYSTEM INCLUDES THE SUB-SYSTEMS: (1) SALESPERSON'S JOB, (2) QUALITIES OF SALESPERSON, (3) CUSTOMER'S BUYING MOTIVES, (4) SELLING PROCESS, (5) MERCHANDISE INFORMATION, (6) CASH REGISTER OPERATION, (7) STOCKKEEPING, (8) RETAIL RECORDS, AND (9) WORKING WITH PEOPLE. THIS BOOKLET SPECIFICALLY DEALS WITH TRAINING IN STOCKKEEPING. INCLUDED ARE A GENERAL STATEMENT, BEHAVIORAL OBJECTIVES, FLOW CHART OF THE INSTRUCTIONAL SYSTEM, AND THE SELF-CHECK TESTS AND ANSWERS FOR PROGRAM BOOKLETS VII-A AND VII-B. ALL OF THE MATERIALS ARE DESIGNED FOR HIGH SCHOOL STUDENTS AT THE 11TH OR 12TH GRADE LEVEL. THE STUDENT SHOULD BE ABLETO MASTER THE CONTENT SECTIONS BY HIMSELF. THE MATERIALS USE A NUMBER OF BOOKLETS, TEXTBOOK REFERENCES AND FILMSTRIPS AS WELL AS MACHINES WHEN NEEDED TO AUGMENT THE BOOKLET. (MM)

VT 007 020
ENSRUD, PETER R.; ERTEL, KENNETH A.
THE STOCKKEEPING TASK RETAILING INSTRUCTIONAL SYSTEM. FINAL REPORT, NO. 26, VII -A.
FOUNDATIONS OF STOCKKEEPING .

IDAHO UNIV., MOSCOW. DEPT. OF EDUCATION
WASHINGTON STATE UNIV., PULLMAN. DEPT. OF EDUCATION
IDAHO STATE BOARD FOR VOCATIONAL EDUCATION, BOISE
WASHINGTON STATE COORDINATING COUNCIL FOR OCCUPATIONAL EDUCATION, OLYMPIA
OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C.
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PUB DATE - AUG68 17P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *RETAILING; INDIVIDUAL INSTRUCTION; *PROGRAMED MATERIALS; HIGH SCHOOL STUDENTS; *STOCKKEEPING; SALES WORKERS; ENTRY WORKERS

ABSTRACT - THIS BOOKLET IS ONE OF A SERIES (VT 007 015-VT 007 030) OF PROGRAMMED INSTRUCTION THAT WHEN INTEGRATED WITH THE OTHER PRESCRIBED COMPONENTS WILL REPRESENT THE BASIC INSTRUCTIONAL CONTENT FOR TRAINING YOUNG ADULTS TO PERFORM IN ENTRY LEVEL RETAIL JOBS. THIS BOOKLET WAS DEVELOPED AS A JOINT UNIVERSITY OF IDAHO-WASHINGTON STATE UNIVERSITY VOCATIONAL-TECHNICAL EDUCATION RESEARCH AND DEVELOPMENT PROJECT. THE COMPLETE RETAILING INSTRUCTIONAL SYSTEM INCLUDES THE SUB-SYSTEMS: (1) SALESPERSON'S JOB, (2) QUALITIES OF SALESPERSON, (3) CUSTOMER'S BUYING MOTIVES, (4) SELLING PROCESS, (5) MERCHANDISING INFORMATION, (6) CASH REGISTER OPERATION, (7) STOCKKEEPING, (8) RETAIL RECORDS, AND (9) WORKING WITH PEOPLE. THIS BOOKLET SPECIFICALLY DEALS WITH TRAINING IN THE STOCKKEEPING TASK AND INCLUDES PROGRAM BOOKLET VII-A, FOUNDATIONS OF STOCKKEEPING. ALL OF THE MATERIALS ARE DESIGNED FOR HIGH SCHOOL STUDENTS AT THE 11TH OR 12TH GRADE LEVEL. THE STUDENT SHOULD BE ABLE TO MASTER THE CONTENT SECTIONS BY HIMSELF. THE MATERIALS USE A NUMBER OF BOOKLETS, TEXTBOOK REFERENCES AND FILMSTRIPS AS WELL AS MACHINES WHEN NEEDED TO AUGMENT THE BOOKLET. (MM)

VT 007 021
ENSRUD, PETER R.; ERTEL, KENNETH A.
THE STOCKKEEPING TASK RETAILING INSTRUCTIONAL SYSTEM. FINAL REPORT, NO. 26, VII -B.
PRINCIPLES OF STOCKKEEPING .

IDAHO STATE BOARD FOR VOCATIONAL EDUCATION, BOISE
WASHINGTON STATE UNIV., PULLMAN. DEPT. OF EDUCATION
IDAHO STATE BOARD FOR VOCATIONAL EDUCATION, BOISE
WASHINGTON STATE COORDINATING COUNCIL FOR OCCUPATIONAL EDUCATION, OLYMPIA
OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C.
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DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *RETAILING; INDIVIDUAL INSTRUCTION;

*PROGRAMED MATERIALS; HIGH SCHOOL STUDENTS; ENTRY WORKERS; *STOCKKEEPING; SALES WORKERS

ABSTRACT - THIS BOOKLET IS ONE OF A SERIES (VT 007 015-VT 007 030) OF PROGRAMMED INSTRUCTION THAT WHEN INTEGRATED WITH THE OTHER PRESCRIBED COMPONENTS WILL REPRESENT THE BASIC INSTRUCTIONAL CONTENT FOR TRAINING YOUNG ADULTS TO PERFORM IN ENTRY LEVEL RETAIL JOBS. THIS BOOKLET WAS DEVELOPED AS A JOINT UNIVERSITY OF IDAHO-WASHINGTON STATE UNIVERSITY VOCATIONAL-TECHNICAL EDUCATION RESEARCH AND DEVELOPMENT PROJECT. THE COMPLETE RETAILING INSTRUCTIONAL SYSTEM INCLUDES THE SUB-SYSTEMS: (1) SALESPERSON'S JOB, (2) QUALITIES OF SALESPERSON, (3) CUSTOMER'S BUYING MOTIVES, (4) SELLING PROCESS, (5) MERCHANDISE INFORMATION, (6) CASH REGISTER OPERATION, (7) STOCKKEEPING, (8) RETAIL RECORDS, AND (9) WORKING WITH PEOPLE. THIS BOOKLET DEALS SPECIFICALLY WITH TRAINING IN THE STOCKKEEPING TASKS AND INCLUDES PROGRAM BOOKLET VII-B, PRINCIPLES OF STOCKKEEPING. ALL OF THE MATERIALS ARE DESIGNED FOR HIGH SCHOOL STUDENTS AT THE 11TH OR 12TH GRADE LEVEL. THE STUDENT SHOULD BE ABLE TO MASTER THE CONTENT SECTIONS BY HIMSELF. THE MATERIALS USE A NUMBER OF BOOKLETS, TEXTBOOK REFERENCES AND FILMSTRIPS AS WELL AS MACHINES WHEN NEEDED TO AUGMENT THE BOOKLET. (MM)

VT 007 022
SMITH, GARY R.; ERTEL, KENNETH A.
WORKING WITH PEOPLE RETAILING INSTRUCTIONAL SYSTEM. FINAL REPORT, NO. 26, IX-A. YOUR ATTITUDE IS YOU .

IDAHO UNIV., MOSCOW. DEPT. OF EDUCATION
WASHINGTON STATE UNIV., PULLMAN. DEPT. OF EDUCATION
IDAHO STATE BOARD FOR VOCATIONAL EDUCATION, BOISE
WASHINGTON STATE COORDINATING COUNCIL FOR OCCUPATIONAL EDUCATION, OLYMPIA
OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C.
OEG-4-7-070031-1626 08
BR-7-0031
PUB DATE - AUG68 16P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *RETAILING; INDIVIDUAL INSTRUCTION; *PROGRAMED MATERIALS; ENTRY WORKERS; EMPLOYEE ATTITUDES; *WORK ATTITUDES; *INTERPERSONAL COMPETENCE; HIGH SCHOOL STUDENTS

ABSTRACT - THIS BOOKLET IS ONE OF A SERIES (VT 007 015-VT 007 030) OF PROGRAMED INSTRUCTION THAT WHEN INTEGRATED WITH THE OTHER PRESCRIBED COMPONENTS WILL REPRESENT THE BASIC INSTRUCTIONAL CONTENT FOR TRAINING YOUNG ADULTS TO PERFORM IN ENTRY LEVEL RETAIL JOBS. THIS BOOKLET WAS DEVELOPED AS A JOINT UNIVERSITY OF IDAHO-WASHINGTON STATE UNIVERSITY VOCATIONAL-TECHNICAL EDUCATION RESEARCH AND DEVELOPMENT PROJECT. THE COMPLETE RETAILING INSTRUCTIONAL SYSTEM INCLUDES THE SUB-SYSTEMS: (1) SALESPERSON'S JOB, (2) QUALITIES OF SALESPERSON, (3) CUSTOMER'S BUYING MOTIVES, (4) SELLING PROCESS, (5) MERCHANDISE INFORMATION, (6) CASH REGISTER OPERATION, (7) STOCKKEEPING, (8) RETAIL RECORDS, AND (9) WORKING WITH PEOPLE. THIS BOOKLET SPECIFICALLY DEALS WITH TRAINING IN WORKING WITH PEOPLE IN RETAILING AND INCLUDES PROGRAM BOOKLET IX-A, YOUR ATTITUDE IS YOU. ALL OF THE MATERIALS ARE DESIGNED FOR HIGH SCHOOL STUDENTS AT THE 11TH OR 12TH GRADE LEVEL. THE STUDENT SHOULD BE ABLE TO MASTER THE CONTENT SECTIONS BY HIMSELF. THE MATERIALS USE A NUMBER OF BOOKLETS, TEXTBOOK REFERENCES AND FILMSTRIPS AS WELL AS MACHINES WHEN NEEDED TO AUGMENT THE BOOKLET. (MM)

VT 007 023
SMITH, GARY R.; ERTEL, KENNETH A.
WORKING WITH PEOPLE RETAILING INSTRUCTIONAL SYSTEM. FINAL REPORT, NO. 26, IX-B. YOU ARE A PERSONALITY .

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IDAHO STATE BOARD FOR VOCATIONAL EDUCATION, BOISE
WASHINGTON STATE COORDINATING COUNCIL FOR OCCUPATIONAL EDUCATION, OLYMPIA
OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C.
OEG-4-7-070031-1626 08
BR-7-0031
PUB DATE - AUG68 34P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *RETAILING; INDIVIDUAL INSTRUCTION; *PROGRAMED MATERIALS; ENTRY WORKERS; HIGH SCHOOL STUDENTS; EMPLOYEE ATTITUDES; *WORK ATTITUDES; *INTERPERSONAL COMPETENCE

ABSTRACT - THIS BOOKLET IS ONE OF A SERIES (VT 007 015-VT 007 030) OF PROGRAMED INSTRUCTION THAT WHEN INTEGRATED WITH THE OTHER PRESCRIBED COMPONENTS WILL REPRESENT THE BASIC INSTRUCTIONAL CONTENT FOR TRAINING YOUNG ADULTS TO PERFORM IN ENTRY LEVEL RETAIL JOBS. THIS BOOKLET WAS DEVELOPED AS A JOINT UNIVERSITY OF IDAHO-WASHINGTON STATE UNIVERSITY VOCATIONAL-TECHNICAL EDUCATION RESEARCH AND DEVELOPMENT PROJECT. THE COMPLETE RETAILING INSTRUCTIONAL SYSTEM INCLUDES THE SUB-SYSTEMS: (1) SALESPERSON'S JOB, (2) QUALITIES OF SALESPERSON, (3) CUSTOMER'S BUYING MOTIVES, (4) SELLING PROCESS, (5) MERCHANDISE INFORMATION, (6) CASH REGISTER OPERATION, (7) STOCKKEEPING, (8) RETAIL RECORDS, AND (9) WORKING WITH PEOPLE. THIS BOOKLET SPECIFICALLY DEALS WITH TRAINING IN WORKING WITH PEOPLE IN RETAILING, AND INCLUDES PROGRAM BOOKLET IX-B, YOU ARE A PERSONALITY. ALL OF THE MATERIALS ARE DESIGNED FOR HIGH SCHOOL STUDENTS AT THE 11TH OR 12TH GRADE LEVEL. THE STUDENT SHOULD BE ABLE TO MASTER THE CONTENT SECTIONS BY HIMSELF. THE MATERIALS USE A NUMBER OF BOOKLETS, TEXTBOOK REFERENCES AND FILMSTRIPS AS WELL AS MACHINES WHEN NEEDED TO AUGMENT THE BOOKLET. (MM)

VT 007 024
SMITH, GARY R.; ERTEL, KENNETH A.
WORKING WITH PEOPLE RETAILING INSTRUCTIONAL SYSTEM. FINAL REPORT. NO. 26, IX-C. UNDERSTANDING YOU .

IDAHO UNIV., MOSCOW. DEPT. OF EDUCATION

WASHINGTON STATE UNIV., PULLMAN. DEPT. OF EDUCATION
IDAHO STATE BOARD FOR VOCATIONAL EDUCATION, BOISE
WASHINGTON STATE COORDINATING COUNCIL FOR OCCUPATIONAL EDUCATION, OLYMPIA
OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C.
OEG-4-7-070031-1626 08
BR-7-0031
PUB DATE - AUG68 37P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *RETAILING; INDIVIDUAL INSTRUCTION; ENTRY WORKERS; HIGH SCHOOL STUDENTS; EMPLOYEE ATTITUDES; *WORK ATTITUDES; *INTERPERSONAL COMPETENCE

ABSTRACT - THIS BOOKLET IS ONE OF A SERIES (VT 007 015-VT 007 030) OF PROGRAMED INSTRUCTION THAT WHEN INTEGRATED WITH THE OTHER PRESCRIBED COMPONENTS WILL REPRESENT THE BASIC INSTRUCTIONAL CONTENT FOR TRAINING YOUNG ADULTS TO PERFORM IN ENTRY LEVEL RETAIL JOBS. THIS BOOKLET WAS DEVELOPED AS A JOINT UNIVERSITY OF IDAHO-WASHINGTON STATE UNIVERSITY VOCATIONAL-TECHNICAL EDUCATION RESEARCH AND DEVELOPMENT PROJECT. THE COMPLETE RETAILING INSTRUCTIONAL SYSTEM INCLUDES THE SUB-SYSTEMS: (1) SALESPERSON'S JOB, (2) QUALITIES OF SALESPERSON, (3) CUSTOMER'S BUYING MOTIVES, (4) SELLING PROCESS, (5) MERCHANDISE INFORMATION, (6) CASH REGISTER OPERATION, (7) STOCKKEEPING, (8) RETAIL RECORDS, AND (9) WORKING WITH PEOPLE. THIS BOOKLET SPECIFICALLY DEALS WITH TRAINING IN WORKING WITH PEOPLE IN RETAILING AND INCLUDES PROGRAM BOOKLET IX-C, UNDERSTANDING YOU. (MM)

VT 007 025
SMITH, GARY R.; ERTEL, KENNETH A.
WORKING WITH PEOPLE RETAILING INSTRUCTIONAL SYSTEM. FINAL REPORT, NO. 26, IX-D.
UNDERSTANDING OTHERS .

IDAHO UNIV., MOSCOW. DEPT. OF EDUCATION
WASHINGTON STATE UNIV., PULLMAN. DEPT. OF EDUCATION
WASHINGTON STATE COORDINATING COUNCIL FOR OCCUPATIONAL EDUCATION, OLYMPIA
IDAHO STATE BOARD FOR VOCATIONAL EDUCATION, BOISE
OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C.
OEG-4-7-070031-1626 08
BR-7-0031
PUB DATE - AUG68 22P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *RETAILING; *PROGRAMED MATERIALS; INDIVIDUAL INSTRUCTION; HIGH SCHOOL STUDENTS; EMPLOYEE ATTITUDES; WORK ATTITUDES; *INTERPERSONAL COMPETENCE

ABSTRACT - THIS BOOKLET IS ONE OF A SERIES (VT 007 015-VT 007 030) OF PROGRAMED INSTRUCTION THAT WHEN INTEGRATED WITH THE OTHER PRESCRIBED COMPONENTS WILL REPRESENT THE BASIC INSTRUCTIONAL CONTENT FOR TRAINING YOUNG ADULTS TO PERFORM IN ENTRY LEVEL RETAIL JOBS. THIS BOOKLET WAS DEVELOPED AS A JOINT UNIVERSITY OF IDAHO-WASHINGTON STATE UNIVERSITY VOCATIONAL-TECHNICAL EDUCATION RESEARCH AND DEVELOPMENT PROJECT. THE COMPLETE RETAILING INSTRUCTIONAL SYSTEM INCLUDES THE SUB-SYSTEMS: (1) SALESPERSON'S JOB, (2) QUALITIES OF SALESPERSON, (3) CUSTOMER'S BUYING MOTIVES, (4) SELLING PROCESS, (5) MERCHANDISE INFORMATION, (6) CASH REGISTER OPERATION, (7) STOCKKEEPING, (8) RETAIL RECORDS, AND (9) WORKING WITH PEOPLE. THIS BOOKLET SPECIFICALLY DEALS WITH TRAINING IN WORKING WITH PEOPLE IN RETAILING AND INCLUDES PROGRAM BOOKLET IX-D, UNDERSTANDING OTHERS. ALL OF THE MATERIALS ARE DESIGNED FOR HIGH SCHOOL STUDENTS AT THE 11TH OR 12TH GRADE LEVEL. THE STUDENT SHOULD BE ABLE TO MASTER THE CONTENT SECTIONS BY HIMSELF. THE MATERIALS USE A NUMBER OF BOOKLETS, TEXTBOOK REFERENCES AND FILMSTRIPS AS WELL AS MACHINES WHEN NEEDED TO AUGMENT THE BOOKLET. (MM)

VT 007 026
SMITH, GARY R.; ERTEL, KENNETH A.
WORKING WITH PEOPLE RETAILING INSTRUCTIONAL SYSTEM. FINAL REPORT, NO. 26, IX-E.
COMMUNICATING WITH OTHERS .

IDAHO STATE BOARD FOR VOCATIONAL EDUCATION, BOISE
IDAHO UNIV., MOSCOW. DEPT. OF EDUCATION
WASHINGTON STATE UNIV., PULLMAN. DEPT. OF EDUCATION
WASHINGTON STATE COORDINATING COUNCIL FOR OCCUPATIONAL EDUCATION, OLYMPIA
OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C.
OEG-4-7-070031-1626 08
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PUB DATE - AUG68 37P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *RETAILING; INDIVIDUAL INSTRUCTION; *PROGRAMED MATERIALS; ENTRY WORKERS; HIGH SCHOOL STUDENTS; EMPLOYEE ATTITUDES; WORK ATTITUDES; *COMMUNICATION SKILLS; *INTERPERSONAL COMPETENCE

ABSTRACT - THIS BOOKLET IS ONE OF A SERIES (VT 007 015-VT 007 030) OF PROGRAMED INSTRUCTION THAT WHEN INTEGRATED WITH THE OTHER PRESCRIBED COMPONENTS WILL REPRESENT THE BASIC INSTRUCTIONAL CONTENT FOR TRAINING YOUNG ADULTS TO PERFORM IN ENTRY LEVEL RETAIL JOBS. THIS BOOKLET WAS DEVELOPED AS A JOINT UNIVERSITY OF IDAHO-WASHINGTON STATE UNIVERSITY VOCATIONAL-TECHNICAL EDUCATION RESEARCH AND DEVELOPMENT PROJECT. THE COMPLETE RETAILING INSTRUCTIONAL SYSTEM INCLUDES THE SUB-SYSTEMS: (1) SALESPERSON'S JOB, (2) QUALITIES OF SALESPERSONS, (3) CUSTOMER'S BUYING MOTIVES, (4) SELLING PROCESS, (5) MERCHANDISE INFORMATION, (6) CASH REGISTER OPERATION, (7) STOCKKEEPING, (8) RETAIL RECORDS, AND (9) WORKING WITH PEOPLE. THIS BOOKLET SPECIFICALLY DEALS WITH TRAINING IN WORKING WITH PEOPLE IN RETAILING AND INCLUDES PROGRAM BOOKLET IX-E, COMMUNICATING WITH OTHERS. ALL OF THE MATERIALS ARE DESIGNED FOR HIGH SCHOOL STUDENTS AT THE 11TH OR 12TH GRADE LEVEL. THE STUDENT SHOULD BE ABLE TO MASTER THE CONTENT SECTIONS BY HIMSELF. THE MATERIALS USE A NUMBER OF BOOKLETS, TEXTBOOK REFERENCES AND FILMSTRIPS AS WELL AS MACHINES WHEN NEEDED TO AUGMENT THE BOOKLET. (MM)

VT 007 027
MANCHESTER, MARINER G.; ERTEL, KENNETH A.
RETAIL RECORDKEEPING RETAILING INSTRUCTIONAL SYSTEM. FINAL REPORT, NO. 26, VIII -A. INTRODUCTION TO RECORDKEEPING. B. THE CUSTOMER'S ACCOUNT.

IDAHO UNIV., MOSCOW. DEPT. OF EDUCATION
WASHINGTON STATE UNIV., PULLMAN. DEPT. OF EDUCATION
IDAHO STATE BOARD FOR VOCATIONAL EDUCATION, BOISE
WASHINGTON STATE COORDINATING COUNCIL FOR OCCUPATIONAL EDUCATION, OLYMPIA
OFFICE OF EDUCATION (DHEW), WASHINGTON D.C.
OEG-4-7-070031-1626 08
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DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *RETAILING; INDIVIDUAL INSTRUCTION; *PROGRAMED MATERIALS; HIGH SCHOOL STUDENTS; ENTRY WORKERS; *RECORDKEEPING

ABSTRACT - THIS BOOKLET IS ONE OF A SERIES (VT 007 015-VT 007 030) OF PROGRAMED INSTRUCTION THAT WHEN INTEGRATED WITH THE OTHER PRESCRIBED COMPONENTS WILL REPRESENT THE BASIC INSTRUCTIONAL CONTENT FOR TRAINING YOUNG ADULTS TO PERFORM IN ENTRY LEVEL RETAIL JOBS. THIS BOOKLET WAS DEVELOPED AS A JOINT UNIVERSITY OF IDAHO-WASHINGTON STATE UNIVERSITY VOCATIONAL-TECHNICAL EDUCATION RESEARCH AND DEVELOPMENT PROJECT. THE COMPLETE RETAILING INSTRUCTIONAL SYSTEM INCLUDED THE SUB-SYSTEMS: (1) SALESPERSON'S JOB, (2) QUALITIES OF SALESPERSON, (3) CUSTOMER'S BUYING MOTIVES, (4) SELLING PROCESS, (5) MERCHANDISE INFORMATION, (6) CASH REGISTER OPERATION, (7) STOCKKEEPING, (8) RETAIL RECORDS, AND (9) WORKING WITH PEOPLE. THIS BOOKLET DEALS SPECIFICALLY WITH TRAINING IN RETAIL RECORDKEEPING AND INCLUDES PROGRAM BOOKLETS VIII-A, INTRODUCTION TO RECORDKEEPING AND VIII-B, THE CUSTOMER'S ACCOUNT. ALL OF THE MATERIALS ARE DESIGNED FOR HIGH SCHOOL STUDENTS AT THE 11TH OR 12TH GRADE LEVEL. THE STUDENT SHOULD BE ABLE TO MASTER THE CONTENT SECTIONS BY HIMSELF. THE MATERIALS USE A NUMBER OF BOOKLETS, TEXTBOOK REFERENCES AND FILMSTRIPS AS WELL AS MACHINES WHEN NEEDED TO AUGMENT THE BOOKLET. (MM)

VT 007 028
MANCHESTER, MARINER G.; ERTEL, KENNETH A.
RETAIL RECORDKEEPING RETAILING INSTRUCTIONAL SYSTEM. FINAL REPORT, REPORT NO. 26, VIII -C. THE SALES SLIP .

IDAHO UNIV., MOSCOW. DEPT. OF EDUCATION
WASHINGTON STATE UNIV., PULLMAN. DEPT. OF EDUCATION
IDAHO STATE BOARD FOR VOCATIONAL EDUCATION, BOISE
WASHINGTON STATE COORDINATING COUNCIL FOR OCCUPATIONAL EDUCATION, OLYMPIA
OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C.
OEG-4-7070031-1626 08
BR-7-0031
PUB DATE - AUG68 31P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *RETAILING; INDIVIDUAL INSTRUCTION; *PROGRAMED MATERIALS; HIGH SCHOOL STUDENTS; ENTRY WORKERS; *RECORDKEEPING

ABSTRACT - THIS BOOKLET IS ONE OF A SERIES (VT 007 015-VT 007 030) OF PROGRAMED INSTRUCTION THAT WHEN INTEGRATED WITH THE OTHER PRESCRIBED COMPONENTS WILL REPRESENT THE BASIC INSTRUCTIONAL CONTENT FOR TRAINING YOUNG ADULTS TO PERFORM IN ENTRY LEVEL RETAIL JOBS. THIS BOOKLET WAS DEVELOPED AS A JOINT UNIVERSITY OF IDAHO-WASHINGTON STATE UNIVERSITY VOCATIONAL-TECHNICAL EDUCATION RESEARCH AND DEVELOPMENT PROJECT. THE COMPLETE RETAILING INSTRUCTIONAL SYSTEM INCLUDES THE SUB-SYSTEMS: (1) SALESPERSON'S JOB, (2) QUALITIES OF SALESPERSON, (3) CUSTOMER'S BUYING MOTIVES, (4) SELLING PROCESS, (5) MERCHANDISE INFORMATION, (6) CASH REGISTER OPERATION, (7) STOCKKEEPING, (8) RETAIL RECORDS, AND (9) WORKING WITH PEOPLE. THIS BOOKLET SPECIFICALLY DEALS WITH TRAINING IN RETAIL RECORDKEEPING AND INCLUDES PROGRAM BOOKLETS VIII-C, THE SALES SLIP. ALL OF THE MATERIALS ARE DESIGNED FOR HIGH SCHOOL STUDENTS AT THE 11TH OR 12TH GRADE LEVEL. THE STUDENT SHOULD BE ABLE TO MASTER THE CONTENT SECTIONS BY HIMSELF. THE MATERIALS USE A NUMBER OF BOOKLETS, TEXTBOOK REFERENCES AND FILMSTRIPS AS WELL AS MACHINES WHEN NEEDED TO AUGMENT THE BOOKLET. (MM)

VT 007 029
MANCHESTER, MARINER G.; ERTEL, KENNETH A.
RETAIL RECORDKEEPING RETAILING INSTRUCTIONAL SYSTEM. FINAL REPORT, NO. 26, VIII-D. CASH SALES; E. MERCHANDISE RECORDS; F. PRICE MARKING .

IDAHO UNIV., MOSCOW. DEPT. OF EDUCATION
WASHINGTON STATE UNIV., PULLMAN. DEPT. OF EDUCATION
IDAHO STATE BOARD FOR VOCATIONAL EDUCATION, BOISE
WASHINGTON STATE COORDINATING COUNCIL FOR OCCUPATIONAL EDUCATION, OLYMPIA
OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C.
OEG-4-7-070031-1626 08
BR-7-0031
PUB DATE - AUG68 39P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *RETAILING; INDIVIDUAL INSTRUCTION; *PROGRAMED MATERIALS; ENTRY WORKERS; HIGH SCHOOL STUDENTS; *RECORDKEEPING

ABSTRACT - THIS BOOKLET IS ONE OF A SERIES (VT 007 015-VT 007 030) OF PROGRAMED INSTRUCTION THAT WHEN INTEGRATED WITH THE OTHER PRESCRIBED COMPONENTS WILL REPRESENT THE BASIC INSTRUCTIONAL CONTENT FOR TRAINING YOUNG ADULTS TO PERFORM IN ENTRY LEVEL RETAIL JOBS. THIS BOOKLET WAS DEVELOPED AS A JOINT UNIVERSITY OF IDAHO-WASHINGTON STATE UNIVERSITY VOCATIONAL-TECHNICAL EDUCATION RESEARCH AND DEVELOPMENT PROJECT. THE COMPLETE RETAILING INSTRUCTIONAL SYSTEM INCLUDES THE SUB-SYSTEMS: (1) SALESPERSON'S JOB, (2) QUALITIES OF SALESPERSON, (3) CUSTOMER'S BUYING MOTIVES, (4) SELLING PROCESS, (5) MERCHANDISE INFORMATION, (6) CASH REGISTER OPERATION, (7) STOCKKEEPING, (8) RETAIL RECORDS, AND (9) WORKING WITH PEOPLE. THIS BOOKLET SPECIFICALLY DEALS WITH TRAINING IN RETAIL RECORDKEEPING AND INCLUDES PROGRAM BOOKLETS VIII-D, CASH SALES, VIII-F,

MERCHANDISE RECORDS, AND VIII-F, PRICE MARKING. ALL OF THE MATERIALS ARE DESIGNED FOR HIGH SCHOOL STUDENTS AT THE 11TH OR 12TH GRADE LEVEL. THE STUDENT SHOULD BE ABLE TO MASTER THE CONTENT SECTIONS BY HIMSELF. THE MATERIALS USE A NUMBER OF BOOKLETS, TEXTBOOK REFERENCES AND FILMSTRIPS AS WELL AS MACHINES WHEN NEEDED TO AUGMENT THE BOOKLET. (MM)

VT 007 030
LEVENDOWSKI, JERRY C.; ERTEL, KENNETH A.
THE SELLING PROCESS RETAILING INSTRUCTIONAL SYSTEM. FINAL REPORT , NO. 25, IV-GUIDEBOOK.

WASHINGTON STATE UNIV., PULLMAN. DEPT. OF EDUCATION
IDAHO UNIV., MOSCOW. DEPT. OF EDUCATION
IDAHO STATE BOARD FOR VOCATIONAL EDUCATION, BOISE
WASHINGTON STATE COORDINATING COUNCIL FOR OCCUPATIONAL EDUCATION, OLYMPIA
OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C.
OEG-4-7-070031-1626 08
BR-7-0031
PUB DATE - AUG68 23P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *RETAILING; INDIVIDUAL INSTRUCTION; *PROGRAMED MATERIALS; ENTRY WORKERS; SALES WORKERS; *SALESMANSHIP; HIGH SCHOOL STUDENTS

ABSTRACT - THIS BOOKLET IS ONE OF A SERIES (VT 007 015-VT 007 030) OF PROGRAMED INSTRUCTION THAT WHEN INTEGRATED WITH THE OTHER PRESCRIBED COMPONENTS WILL REPRESENT THE BASIC INSTRUCTIONAL CONTENT FOR TRAINING YOUNG ADULTS TO PERFORM IN ENTRY LEVEL RETAIL JOBS. THIS BOOKLET WAS DEVELOPED AS A JOINT UNIVERSITY OF IDAHO-WASHINGTON STATE UNIVERSITY VOCATIONAL-TECHNICAL EDUCATION RESEARCH AND DEVELOPMENT PROJECT. THE COMPLETE RETAILING INSTRUCTION SYSTEM INCLUDES THE SUB-SYSTEMS: (1) SALESPERSON'S JOB, (2) QUALITIES OF SALESPERSON, (3) CUSTOMER'S BUYING MOTIVES, (4) SELLING PROCESS, (5) MERCHANDISE INFORMATION, (6) CASH REGISTER OPERATION, (7) STOCKKEEPING, (8) RETAIL RECORDS, AND (9) WORKING WITH PEOPLE. THIS BOOKLET SPECIFICALLY DEALS WITH THE SELLING PROCESS AND IS DESIGNED TO AID THE STUDENT IN BECOMING A RETAIL SALESPERSON. ALL OF THE MATERIALS ARE DESIGNED FOR HIGH SCHOOL STUDENTS AT THE 11TH OR 12TH GRADE LEVEL. THE STUDENT SHOULD BE ABLE TO MASTER THE CONTENT SECTIONS BY HIMSELF. THE MATERIALS USE A NUMBER OF BOOKLETS, TEXTBOOK REFERENCES AND FILMSTRIPS AS WELL AS MACHINES WHEN NEEDED TO AUGMENT THE BOOKLET. A DESCRIPTION OF THE ENTIRE PROJECT IS AVAILABLE AS ED 023 889. (MM)

VT 007 516
JACKMAN, MELVIN, AND OTHERS
A COURSE IN PRACTICAL SALESMANSHIP (BUSINESS MANAGEMENT XXIX). MATERIAL FOR THE STUDENT. SUPERVISED CORRESPONDENCE STUDY SERIES.

NEBRASKA UNIV., LINCOLN. UNIV. EXTENSION DIV.
UNIVERSITY EXTENSION DIVISION, UNIVERSITY OF NEBRASKA, LINCOLN, NEBRASKA 68508 ($3.00).
PUB DATE - 68 177P.

DESCRIPTORS - *STUDY GUIDES; *DISTRIBUTIVE EDUCATION; *SALESMANSHIP; *CORRESPONDENCE STUDY; *UNIVERSITY EXTENSION; SELF EVALUATION; WORKBOOKS; SECONDARY GRADES; ADULT VOCATIONAL EDUCATION

ABSTRACT - THIS INSTRUCTIONAL SYLLABUS IS FOR STUDENT USE IN COMPLETING A CORRESPONDENCE COURSE IN PRACTICAL SALESMANSHIP AT THE HIGH SCHOOL LEVEL, AND IS DESIGNED TO BE DIRECTED BY THE UNIVERSITY EXTENSION DIVISION. IT WAS DEVELOPED BY SUBJECT MATTER SPECIALISTS AND SPECIALISTS IN CORRESPONDENCE STUDY COURSE DEVELOPMENT. THE CONTENT OBJECTIVES ARE TO DEVELOP SKILLS AND UNDERSTANDINGS REQUIRED FOR SALESMANSHIP. UNITS ARE: (1) SELLING AS A CAREER, (2) MEET THE CUSTOMER, (3) THE SALESMAN, (4) STEPS IN MAKING A SALE, (5) PLANNED SALES APPROACH, (6) AIDS TO PERSONAL SELLING, AND (7) YOUR FUTURE IN SELLING. EACH UNIT CONTAINS ASSIGNMENTS, SELF-CHECK TESTS, WORKSHEETS AND REVIEW DIRECTIONS. THE MATERIAL IS DESIGNED TO BE USED BY THE INDIVIDUAL STUDENT UNDER THE SUPERVISION OF THE LOCAL INSTRUCTOR AND A CORRESPONDENCE INSTRUCTOR IN THE EXTENSION DIVISION FOR 180 HOURS. A SUPERVISOR MANUAL (VT 007 517) IS AVAILABLE WITH UNIT TESTS AND ADMINISTRATIVE GUIDES. STUDENTS SHOULD BE OF HIGH SCHOOL OR ADULT AGE WITH AN OCCUPATIONAL GOAL OF BECOMING A SALES PERSON. ALSO INCLUDED IN THE SYLLABUS ARE STUDY DIRECTIONS, MAILING DIRECTIONS AND SUPPLIES NEEDED BY THE STUDENTS. (MM)

VT 007 517
JACKMAN, MELVIN, AND OTHERS
A COURSE IN PRACTICAL SALESMANSHIP (BUSINESS MANAGEMENT XXIX). MANUAL FOR THE SUPERVISOR INCLUDING FORM TESTS. SUPERVISED CORRESPONDENCE STUDY SERIES.

NEBRASKA UNIV., LINCOLN. UNIV. EXTENSION DIV.
UNIVERSITY EXTENSION DIVISION, UNIVERSITY OF NEBRASKA, LINCOLN, NEBRASKA 68508 ($.50).
PUB DATE - 68 34P.

DESCRIPTORS - *ADMINISTRATOR GUIDES; *DISTRIBUTIVE EDUCATION; *SALESMANSHIP; *CORRESPONDENCE STUDY; *UNIVERSITY EXTENSION; SECONDARY GRADES; ADULT VOCATIONAL EDUCATION; TESTS; STUDENT EVALUATION

ABSTRACT - THIS DOCUMENT IS A MANUAL FOR THE SUPERVISOR WHO USES THE INSTRUCTIONAL SYLLABUS, "A COURSE IN PRACTICAL SALESMANSHIP" (VT 007 516) AND INCLUDES AN ADMINISTRATIVE GUIDE FOR THE COURSE, A LIST OF SUPPLIES NEEDED, SPECIFIC SUPERVISORY DUTIES AND THE SEVEN UNIT AND FINAL EXAMS FOR COMPLETION OF THE COURSE. (MM)

VT 007 518
BRONSON, A. ESTHER, AND OTHERS
A COURSE IN BUSINESS ENGLISH (BUSINESS EDUCATION XXIX). MATERIAL FOR THE STUDENT. SUPERVISED CORRESPONDENCE STUDY SERIES.

NEBRASKA UNIV., LINCOLN. UNIV. EXTENSION DIV.
UNIVERSITY EXTENSION DIVISION, UNIVERSITY OF NEBRASKA, LINCOLN, NEBRASKA 68508 ($3.00).
PUB DATE - 66 170P.

DESCRIPTORS - *BUSINESS ENGLISH; *CORRESPONDENCE COURSES; *STUDY GUIDES; *EXTENSION EDUCATION; *DISTRIBUTIVE EDUCATION

ABSTRACT - THIS STUDY GUIDE IS FOR STUDENT USE IN COMPLETING A SUPERVISED CORRESPONDENCE STUDY COURSE IN BUSINESS ENGLISH FROM A UNIVERSITY EXTENSION DIVISION. IT WAS DEVELOPED BY SUBJECT MATTER SPECIALISTS AND SPECIALISTS IN CORRESPONDENCE STUDY COURSE DEVELOPMENT AT THE UNIVERSITY LEVEL. THE CONTENT OBJECTIVES ARE TO DEVELOP SKILLS AND UNDERSTANDINGS IN THE STUDENT WHO IS PREPARING FOR WORK IN THE GENERAL FIELD OF BUSINESS OR THE HIGH SCHOOL GRADUATE WHO IS INTERESTED IN ENTERING THE BUSINESS WORLD, AND TO PROVIDE AN OPPORTUNITY TO BECOME ACQUAINTED WITH PREFERRED PROCEDURES IN BUSINESS RELATIONS. UNITS ARE: (1) BUILDING SKILL IN BUSINESS COMMUNICATIONS, (2) INTRODUCTION TO LETTERS, (3) PSYCHOLOGY IN LETTERS, (4) SELLING BY LETTER, (5) ETHICS IN LETTERS, AND (6) CONSUMER LETTERS. THE MATERIAL, TO BE USED BY THE INDIVIDUAL STUDENT UNDER THE SUPERVISION OF A CORRESPONDENCE TEACHER, IS DESIGNED TO BE COMPLETED IN 180 HOURS. STUDENTS SHOULD BE AT THE SECONDARY LEVEL OR IN ADULT HIGH SCHOOL COURSES. A MANUAL FOR THE SUPERVISING TEACHER (VT 007 519) IS ALSO AVAILABLE. EACH UNIT INCLUDES: (1) ASSIGNMENTS, (2) REFERENCES, (3) SELF-CHECK TEST, AND (4) STUDY AIDS. (MM)

VT 007 519
BRONSON, A. ESTHER, AND OTHERS
A COURSE IN BUSINESS ENGLISH (BUSINESS EDUCATION XXIX). MANUAL FOR THE SUPERVISOR INCLUDING FORM A TESTS. SUPERVISED CORRESPONDENCE STUDY SERIES.

NEBRASKA UNIV., LINCOLN. UNIV. EXTENSION DIV.
UNIVERSITY EXTENSION DIVISION, UNIVERSITY OF NEBRASKA, LINCOLN, NEBRASKA 68508 ($.50).
PUB DATE - ND 30P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *BUSINESS ENGLISH; *CORRESPONDENCE COURSES; *TEACHING GUIDES; *EXTENSION EDUCATION

ABSTRACT - THIS SUPERVISOR'S MANUAL IS FOR TEACHER USE IN DIRECTING AN EXTENSION COURSE IN BUSINESS EDUCATION FOR ADULTS AND SECONDARY SCHOOL STUDENTS AT THE HIGH SCHOOL LEVEL. IT WAS DEVELOPED TO BE USED WITH THE STUDENT MATERIAL (VT 007 518). INCLUDED ARE: (1) ADMINISTRATIVE GUIDE, LISTING SUPPLIES NEEDED, SPECIAL SUPERVISORY DUTIES, (2) UNIT TESTS, AND (3) FINAL TEST FOR THE MATERIAL COVERED IN THE STUDENT WORKBOOK. (MM)

VT 007 564
SUGGESTED HIGH SCHOOL RELATED CURRICULUM FOR DISTRIBUTIVE EDUCATION IN LOUISIANA. BULLETIN NO. 1126.

LOUISIANA STATE DEPT. OF PUBLIC EDUCATION, BATON ROUGE
VOCATIONAL CURRICULUM DEVELOPMENT AND RESEARCH CENTER, P.O. BOX 657, NATCHITOCHES, LOUISIANA 71457.
PUB DATE - 68 112P.

DESCRIPTORS - *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; *MARKETING; SECONDARY GRADES; *CURRICULUM DEVELOPMENT
IDENTIFIERS - LOUISIANA

ABSTRACT - THIS TEACHING GUIDE IS FOR TEACHER USE IN TEACHING DISTRIBUTIVE EDUCATION PROGRAMS FOR 10TH, 11TH, AND 12TH GRADE STUDENTS IN DISTRIBUTIVE EDUCATION I (DE I), DISTRIBUTIVE EDUCATION II (DE II), AND DISTRIBUTIVE EDUCATION III (DE III). IT WAS DEVELOPED BY A COMMITTEE OF DISTRIBUTIVE EDUCATION TEACHERS AT THE STATE LEVEL. THE CONTENT OBJECTIVE IS TO PROVIDE AN OUTLINE THAT THE CREATIVE TEACHER COORDINATOR CAN USE IN THE CLASSROOM TO DEVELOP SKILLS AND UNDERSTANDINGS IN DISTRIBUTION. BRIEF OUTLINES OF SUGGESTED CURRICULUM CONTENT ARE INCLUDED FOR DE I, DE II, AND DE III. SUGGESTED UNITS IN DE II ARE: (1) ORIENTATION, (2) PERSONALITY DEVELOPMENT HUMAN RELATIONS, (3) THE SELLING PROCESS, (4) SHRINKAGE CONTROL, (5) RETAIL STORE ORGANIZATION AND OPERATION, AND (6) ECONOMICS OF DISTRIBUTION. SUGGESTED UNITS FOR DE III ARE: (1) ADVANCED SELLING TECHNIQUES, (2) MERCHANDISING AND STOCK CONTROL, (3) FUNDAMENTALS OF DISPLAY, (4) FUNDAMENTALS OF ADVERTISING, AND (5) CREDIT AND COLLECTIONS. FOUR SUPPLEMENTS ARE ALSO INCLUDED TO BE USED IN MAKING THE STUDENT AWARE OF THE OPPORTUNITIES IN DISTRIBUTIVE EDUCATION. A LIST OF BOOKS, PERIODICALS, AND VISUAL AIDS ARE PROVIDED FOR EACH OF THE SUPPLEMENTS. EACH OF THE SUGGESTED UNITS CONTAINS A GENERAL STATEMENT, OBJECTIVES, ORGANIZATION AND CONTENT, PROCEDURE, EVALUATION AND MATERIALS NEEDED IN TEACHING THAT UNIT. (MM)

VT 007 594
UTILIZING THE CASH REGISTER .

MISSISSIPPI STATE DEPT. OF EDUCATION, JACKSON. CURRICULUM LAB.
CURRICULUM LABORATORY, BOX U, STATE COLLEGE, MISSISSIPPI 39762 ($1.00).
PUB DATE - 68 30P.

DESCRIPTORS - *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; *HIGH SCHOOLS; *UNITS OF STUDY (SUBJECT FIELDS); SALES WORKERS; RESOURCE MATERIALS; EQUIPMENT UTILIZATION
IDENTIFIERS - CASH REGISTERS

ABSTRACT - THIS TEACHING GUIDE IS FOR TEACHER USE IN TEACHING A UNIT OF OPERATION OF THE CASH REGISTER FOR ELEVENTH AND TWELFTH GRADE STUDENTS IN DISTRIBUTIVE EDUCATION. IT WAS INITIATED BY AN INSTRUCTOR, EXPANDED BY A SUBJECT MATTER SPECIALIST, DEVELOPED BY THE MISSISSIPPI CURRICULUM LABORATORY, AND REVIEWED BY EQUIPMENT SALES PERSONNEL. THE CONTENT OBJECTIVES ARE TO TEACH THE STUDENT TO APPLY THE TECHNIQUES OF EFFICIENT CASH REGISTER OPERATION AND UTILIZATION THROUGH THE USE OF DRILLS, PROBLEMS AND PROJECTS. LESSONS INCLUDE: (1) THE CASH REGISTER SYSTEM, (2) OPERATION OF THE CASH REGISTER, (3) MAKING CHANGE, (4) ACCEPTING AND CASHING NEGOTIABLE INSTRUMENTS, AND (5) HANDLING SHORT CHANGE ARTISTS AND SHOPLIFTERS. EACH LESSON INCLUDES REFERENCES NEEDED, MATERIALS TO BE USED, A COURSE OUTLINE, AND TEACHING NOTES. EIGHT HANDOUT SHEETS ARE ALSO INCLUDED IN THE APPENDIX. STUDENTS ARE NORMALLY HIGH

SCHOOL LEVEL, BUT THE MATERIAL IS BELIEVED TO BE USEFUL AT THE POST-SECONDARY AND ADULT LEVELS. THE TEACHER SHOULD HAVE BASIC CASH REGISTER SKILLS. FIVE HOURS SHOULD BE ALLOTTED FOR TEACHING OF THIS UNIT. (MM)

VT 007 690
JIMISON, CONRAD; CARTER, DAVID
A PROGRAMMED UNIT IN BASIC STOCKKEEPING.

KANSAS STATE TEACHERS COLL., EMPORIA
KANSAS STATE TEACHERS COLLEGE, DEPARTMENT OF BUSINESS, CREMER HALL, EMPORIA, KANSAS 66801 ($2.00).
PUB DATE - 65 23P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *PROGRAMED TEXTS; *MERCHANDISING; *STOCKKEEPING; SECONDARY GRADES; POST SECONDARY GRADES; INDIVIDUAL INSTRUCTION

ABSTRACT - THIS PROGRAMMED TEXT IS FOR SECONDARY OR POST-SECONDARY STUDENT USE IN LEARNING THE FUNDAMENTALS OF STOCKKEEPING. STUDENTS SHOULD HAVE AN OCCUPATIONAL INTEREST IN DISTRIBUTION. IT WAS DEVELOPED BY SECONDARY VOCATIONAL COORDINATOR-INSTRUCTORS, EVALUATED BY ADVISORY COMMITTEES, AND TRIED WITH SECONDARY STUDENTS PRIOR TO PRINTING. THE CONTENT OBJECTIVES ARE TO DEVELOP SKILLS AND UNDERSTANDINGS REQUIRED IN KEEPING STOCK AND ARRANGING GOODS FOR SALE. UNITS ARE: INTRODUCTION, STOCKEEPING AND ARRANGING GOODS, STORING AND ARRANGING THE GOODS, AND STOCK ROTATION. ALSO INCLUDED IS A PROGRAMED UNIT TEST TO BE COMPLETED AT THE STUDENT'S OWN PACE. THE MATERIAL IS SET UP IN PROGRAMED LEARNING SEQUENCE WITH EACH SENTENCE REQUIRING A RESPONSE FROM THE STUDENT. MATERIALS ARE GEOGRAPHICALLY ADAPTABLE TO ANY REGION. (MM)

VT 007 697
SULLIVAN, JANIE, COMP.
BASIC SELLING. FIRST-YEAR BASIC INSTRUCTION.

TEXAS UNIV., AUSTIN. INSTRUCTIONAL MATERIALS LAB.
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($5.50).
PUB DATE - 68 204P.

DESCRIPTORS - *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; *SALESMANSHIP; TRANSPARENCIES; UNITS OF STUDY (SUBJECT FIELDS); SECONDARY GRADES; INSTRUCTIONAL AIDS; STUDENT PROJECTS; *SALES OCCUPATIONS
IDENTIFIERS - TEXAS

ABSTRACT - THIS GUIDE IS FOR USE IN TEACHING BASIC SELLING TO FIRST-YEAR STUDENTS IN DISTRIBUTIVE EDUCATION AT THE HIGH SCHOOL LEVEL. IT IS A REVISION OF VT 000 157 (AIM FALL 1967). ALTERATIONS AND DELETIONS WERE SUGGESTED BY TEACHERS THROUGHOUT TEXAS AFTER REVIEW OF THE MATERIALS. THE OBJECTIVE OF THIS GUIDE IS TO AID THE TEACHER IN DISCOVERING WAYS TO TRANSMIT INFORMATION TO STUDENTS TO MODIFY THEIR ATTITUDES AND TO DEVELOP THEIR SKILLS. UNITS ARE: (1) SELLING, WHAT'S IN IT FOR ME?, (2) PREPARE YOURSELF TO SELL, (3) STUDY THE MERCHANDISE, (4) STUDY THE CUSTOMER, (5) CONSIDER SELLING FROM BOTH SIDES OF THE COUNTER, AND (6) SELL . INCLUDED IN EACH UNIT ARE THE OBJECTIVES OF THE UNIT, SUGGESTIONS TO THE TEACHER, TEACHING OUTLINE, AND TRANSPARENCY MASTERS. THE MATERIAL IS ADAPTABLE TO ALL GEOGRAPHIC REGIONS AND REQUIRES TEACHER COMPETENCY AND EXPERIENCE IN SELLING. STUDENTS SHOULD HAVE AN OCCUPATIONAL GOAL IN THE AREA OF DISTRIBUTION. THE MATERIAL CAN BE COVERED IN 4 TO 6 WEEKS OF CLASSROOM ACTIVITY. (MM)

VT 007 766
DISTRIBUTIVE EDUCATION COORDINATORS GUIDE.

WASHINGTON STATE COORDINATING COUNCIL FOR OCCUPATIONAL EDUCATION, OLYMPIA
PUB DATE - MAR68 381P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *PROGRAM DEVELOPMENT; *PROGRAM ADMINISTRATION; *PROGRAM COORDINATION; *PROGRAM GUIDES
IDENTIFIERS - WASHINGTON STATE

ABSTRACT - THIS PROGRAM GUIDE IS FOR THE DISTRIBUTIVE EDUCATION COORDINATOR'S USE IN CONDUCTING AN EFFECTIVE PROGRAM OF DISTRIBUTIVE EDUCATION THAT IS PURPOSEFUL AND PRODUCTIVE FOR THE HIGH SCHOOL, POST SECONDARY, AND ADULT STUDENT. IT DESCRIBES THE FUNCTIONS, DUTIES, AND RESPONSIBILITIES OF THE TEACHER COORDINATOR AND PROVIDES KNOWLEDGE, TECHNIQUES, AND PRACTICES THAT AID IN THE DEVELOPMENT AND IMPROVEMENT OF CURRICULUM FOR THE DISTRIBUTIVE EDUCATION PROGRAM. IT IS AN ACCUMULATION OF MATERIALS, IDEAS, AND RESEARCH OF COORDINATORS, SUPERVISORS, VOCATIONAL DIRECTORS, AND BUSINESSMEN. SECTIONS ARE: (1) GENERAL INFORMATION AND BASIC KNOWLEDGE OF DISTRIBUTIVE EDUCATION, (2) THE DE HIGH SCHOOL PROGRAM, (3) THE JOB OF THE TEACHER COORDINATOR, (4) MID-MANAGEMENT TRAINING, (5) ADULT DISTRIBUTIVE EDUCATION, AND (6) DISTRIBUTIVE EDUCATION CLUB PROGRAM. AN EXTENSIVE APPENDIX INCLUDES THE FORMS AND IDEAS TO BE USED IN SURVEYS, STUDENT ENROLLMENT, STUDENT SELECTION, DEVELOPING AND ESTABLISHING TRAINING STATIONS, STUDENT PLACEMENT, PROGRAM OF INSTRUCTION, THE LOCAL CLUB PROGRAM, AND THE STATE CLUB PROGRAM. (MM)

VT 007 851
BASIC RETAIL CREDIT. A DISTRIBUTIVE EDUCATION MANUAL.

TEXAS UNIV., AUSTIN. INSTRUCTIONAL MATERIALS LAB.
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($4.50).
PUB DATE - JUN68 167P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; INDIVIDUAL INSTRUCTION; *CREDIT (FINANCE); *RETAILING; SECONDARY GRADES; *STUDY GUIDES; SUPPLEMENTARY TEXTBOOKS; UNITS OF STUDY (SUBJECT FIELDS); STUDENT PROJECTS

ABSTRACT - THIS INDIVIDUAL ASSIGNMENT MANUAL IS DESIGNED TO TEACH THE PRINCIPLES OF CREDIT IN DISTRIBUTION TO DISTRIBUTIVE EDUCATION STUDENTS AT THE HIGH SCHOOL LEVEL. IT WAS DEVELOPED BY A SUBJECT MATTER SPECIALIST IN RETAIL CREDIT. SOME OF THE 36 ASSIGNMENTS INCLUDED IN THIS WORKBOOK ARE: (1) THE HISTORY OF CREDIT, (2) ROLE OF CREDIT TODAY, (3) ADVANTAGES AND DISADVANTAGES OF CREDIT, (4) EXPENSE OF CREDIT, (5) CREDIT POLICY, (6) INVESTIGATING THE CREDIT RISK, (7) CREDIT SALES PROMOTION, (8) COLLECTION FUNDAMENTALS, (9) ESTABLISHING CREDIT, AND (10) A CAREER IN CREDIT. INCLUDED IN EACH ASSIGNMENT ARE SEVERAL PAGES OF INFORMATION, QUESTIONS TO BE ANSWERED FROM THE INFORMATION, AND SUGGESTED PROJECTS FOR APPLICATION OF LEARNING. THE MATERIAL IS GEOGRAPHICALLY ADAPTABLE TO ALL REGIONS AND IS DESIGNED FOR INDIVIDUAL USE BY THE STUDENT UNDER TEACHER SUPERVISION. STUDENTS SHOULD BE IN THE SECOND YEAR OF DISTRIBUTIVE EDUCATION WITH AN OCCUPATIONAL GOAL IN THE AREA OF RETAILING. A TEACHER ANSWER BOOK, "BASIC RETAIL CREDIT ANSWER BOOK," MAY BE OBTAINED FROM THE SOURCE OF AVAILABILITY INDICATED FOR THIS DOCUMENT. (MM)

VT 008 021
HUCKABEE, JUNE, COMP.
COMMUNICATION IN DISTRIBUTION. FIRST-YEAR BASIC INSTRUCTION.

TEXAS UNIV., AUSTIN. INSTRUCTIONAL MATERIALS LAB.
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($7.00).
PUB DATE - 68 185P.

DESCRIPTORS - *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; *MARKETING; *COMMUNICATION (THOUGHT TRANSFER); *COMMUNICATION SKILLS; SECONDARY GRADES; LISTENING SKILLS; READING SKILLS; SPEECH SKILLS; WRITING SKILLS; OBSERVATION; TRANSPARENCIES

ABSTRACT - THIS TEACHING GUIDE IS FOR USE IN TEACHING COMMUNICATIONS IN DISTRIBUTION TO FIRST-YEAR DISTRIBUTIVE EDUCATION STUDENTS IN HIGH SCHOOLS. IT IS A REVISION OF AN EARLIER MANUAL (VT 000 170, FOUND IN AIM FALL 1969). TEACHERS THROUGHOUT TEXAS REVIEWED THE MATERIALS AND SUGGESTED ALTERATIONS AND DELETIONS. THE CONTENT OBJECTIVES ARE TO DEFINE AND EXPLAIN COMMUNICATIONS, PROVIDE APPLICATION OF BASIC COMMUNICATION SKILLS TO THE DISTRIBUTIVE SITUATIONS, AND PROVIDE TRAINING FOR STUDENTS IN ALL PHASES OF COMMUNICATION: LISTENING, SPEAKING, OBSERVING, READING, AND WRITING. UNITS ARE: (1) COMMUNICATION DEFINED AND EXPLAINED, (2) LISTENING AND OBSERVING--THEIR PLACE IN COMMUNICATION, (3) READING, ITS PLACE IN COMMUNICATION, (4) ORAL COMMUNICATION, AND (5) WRITTEN COMMUNICATION. EACH UNIT CONTAINS AIMS AND OBJECTIVES, MATERIALS NEEDED BY THE COORDINATOR, SUGGESTED FILMS, SUGGESTIONS TO THE TEACHER, AND A COMPLETE TEACHING OUTLINE. ALSO INCLUDED ARE OVERHEAD TRANSPARENCY MASTERS. THE MATERIALS ARE ADAPTABLE TO ALL GEOGRAPHIC REGIONS AND IS DESIGNED TO BE CONCLUDED IN 4-6 WEEKS OF CLASSROOM ACTIVITIES. STUDENTS SHOULD HAVE OCCUPATIONAL GOALS IN THE AREA OF MARKETING AND DISTRIBUTION. THE BOOK, "COMMUNICATIONS," PUBLISHED BY KAISER ALUMINUM CORPORATION IS DESIRABLE FOR USE WITH THIS GUIDE. (MM)

VT 008 060
HARTZLER, F.E.
ACCOUNTING, A PROGRAMMED TEXT.

KANSAS STATE TEACHERS COLL., EMPORIA
KANSAS STATE BOARD FOR VOCATIONAL EDUCATION, TOPEKA
KANSAS STATE TEACHERS COLLEGE, DEPARTMENT OF BUSINESS, CREMER HALL, EMPORIA, KANSAS 66801 ($3.00).
PUB DATE - ND 72P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *ACCOUNTING; *PROGRAMED TEXTS; ADULT VOCATIONAL EDUCATION; POST SECONDARY GRADES

ABSTRACT - THIS PROGRAMED TEXT IS FOR POST-SECONDARY AND ADULT STUDENT USE IN ACQUIRING AN UNDERSTANDING OF ACCOUNTING. STUDENTS SHOULD BE CURRENT OR POTENTIAL SUPERVISORS OF EMPLOYEES IN MARKETING. THE TEXT WAS DEVELOPED BY SECONDARY VOCATIONAL COORDINATOR-INSTRUCTORS, EVALUATED BY AN ADVISORY COMMITTEE, AND TESTED WITH SECONDARY STUDENTS PRIOR TO PRINTING. OBJECTIVES ARE TO DEVELOP IN STUDENTS THE SKILL AND ABILITY TO KEEP, READ AND UNDERSTAND ACCOUNTING RECORDS. THE MANUAL IS DESIGNED TO GIVE AN UNDERSTANDING OF THE PRINCIPLES OF ACCOUNTING RATHER THAN TO TEACH HOW TO KEEP BOOKS. IT IS DIVIDED INTO FIVE CHAPTERS FOR EASE OF LEARNING AND IS DESIGNED TO BE USED BY THE INDIVIDUAL STUDENT AT HIS OWN RATE OF PROGRESS. (MM)

VT 008 069
WEIKERT, JILL, AND OTHERS
RECORD KEEPING. A PROGRAMMED TEXT.

KANSAS STATE TEACHERS COLL., EMPORIA
KANSAS STATE BOARD FOR VOCATIONAL EDUCATION, TOPEKA
KANSAS STATE TEACHERS COLLEGE, DEPARTMENT OF BUSINESS, CREMER HALL, EMPORIA, KANSAS 66801 ($4.50).
PUB DATE - ND 16OP.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *PROGRAMED TEXTS; *MARKETING; *RECORDKEEPING; SECONDARY GRADES; POST SECONDARY GRADES

ABSTRACT - THIS PROGRAMED TEXT IS FOR STUDENT USE IN LEARNING MERCHANT BOOKKEEPING SYSTEMS FOR SECONDARY OR POST-SECONDARY STUDENTS IN MARKETING AND DISTRIBUTION COURSES. IT WAS DEVELOPED BY SECONDARY LEVEL VOCATIONAL COORDINATOR-INSTRUCTORS WITH EVALUATION BY AN ADVISORY COMMITTEE AND TRIAL WITH SECONDARY STUDENTS PRIOR TO PRINTING. THE CONTENT OBJECTIVES ARE TO DEVELOP SKILLS AND UNDERSTANDINGS NEEDED IN RECORDING THE TRANSACTIONS OF A BUSINESS. SECTIONS COVER: (1) SALES AND CASH RECEIPTS, (2) PURCHASES, (3) EXPENSES, (4) WHERE AND HOW TO RECORD A PAYMENT BY CHECK OR CASH, (5) HOW TO FIGURE YOUR BANK BALANCE, (6) RECORDING OF EXPENSES, (7) MONTHLY SUMMARY AND MONTHLY STATEMENT OF

INCOME, (8) PAYROLL SUMMARY, (9) BAD DEBTS, (10) CONTRIBUTIONS AND OTHER DEDUCTIONS, (11) PROPRIETOR'S ACCOUNT, (12) KEEPING A RECORD OF THE FURNITURE, FIXTURES, EQUIPMENT AND BUILDINGS, AND (13) ACCOUNTS RECEIVABLE. THE MATERIAL IS DESIGNED TO BE USED BY THE INDIVIDUAL AT HIS OWN RATE OF SPEED. IT IS NECESSARY TO USE THE MERCHANT'S SPECIAL IDEAL BOOKKEEPING SET WITH THIS TEXT. (MM)

VT 008 094
DISCOUNT RETAILING. SMALL BUSINESS BIBLIOGRAPHY NO. 68.

SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.
SMALL BUSINESS ADMINISTRATION, 1441 L STREET, N.W., ROOM 100, WASHINGTON, D.C. 20416 (SINGLE COPIES WITHOUT CHARGE).
PUB DATE - APR68 7P.

DESCRIPTORS - *RETAILING; *BIBLIOGRAPHIES; *BOOK LISTS; *MARKETING; OCCUPATIONAL INFORMATION; PUBLICATIONS; RESOURCE MATERIALS; MANAGERIAL OCCUPATIONS
IDENTIFIERS - *DISCOUNT RETAILING

ABSTRACT - THIS BIBLIOGRAPHY LISTS BOOKS AND OTHER PUBLICATIONS, INCLUDING PERIODICALS, WHICH SHOULD PROVIDE INFORMATION ON DISCOUNT RETAILING. ALSO LISTED ARE SOME TRADE ASSOCIATIONS THAT PROMOTE THE LOW-MARGGIN RETAILING PRACTICES. BRIEFLY DISCUSSED IN THIS DOCUMENT ARE THE THREE TYPES OF DISCOUNT OPERATIONS: THE SPECIALITY DISCOUNT STORE, THE CLOSED-DOOR (MEMBERSHIP) DISCOUNT STORE, AND THE FULL-LINE, SELF-SERVICE DISCOUNT DEPARTMENT STORE. TWO METHODS OF ENTERING THE DISCOUNT RETAIL FIELD ARE SUMMARIZED. (MM)

VT 008 095
OCHS, ANN; EBERLE, TED
UNIT ON PRICING.

KANSAS STATE TEACHERS COLL., EMPORIA
DEPARTMENT OF BUSINESS, KANSAS STATE TEACHERS COLLEGE, CREMER HALL, EMPORIA, KANSAS 66801 ($2.00).
PUB DATE - ND 34P.

DESCRIPTORS - *UNITS OF STUDY (SUBJECT FIELDS); *PROGRAMED TEXTS; *DISTRIBUTIVE EDUCATION; *RETAILING; HIGH SCHOOLS; POST SECONDARY EDUCATION
IDENTIFIERS - KANSAS STATE TEACHERS COLLEGE

ABSTRACT - THIS PROGRAMED TEXT IS FOR STUDENT USE IN LEARNING THE PRICING FUNDAMENTALS OF A RETAIL OPERATION. IT WAS DEVELOPED BY A GROUP OF SECONDARY VOCATIONAL COORDINATOR-INSTRUCTORS AND EVALUATED BY BOTH AN ADVISORY COMMITTEE AND A TRIAL WITH SECONDARY STUDENTS PRIOR TO PRINTING. THE CONTENT OBJECTIVES ARE TO DEVELOP THE SKILLS AND UNDERSTANDINGS REQUIRED IN PRICING MERCHANDISE. CHAPTERS ARE: (1) RECEIVING AND CHECKING AN INVOICE, (2) FACTORS DETERMINING SELLING PRICE, (3) TYPES OF PRICING, (4) MARKUP AND MARKDOWN, AND (5) MARKING MERCHANDISE. ALSO INCLUDED IS A UNIT TEST FOR THESE PROGRAMED MATERIALS. THE MATERIALS ARE DESIGNED FOR USE AT EITHER SECONDARY OR POST SECONDARY LEVELS AND ARE TO BE USED BY STUDENT TRAINEES AT THEIR OWN RATE. (MM)

VT 008 191
HOFFMAN, KENNETH E.
SHOW CARD LETTERING AND LAYOUT.

KANSAS STATE BOARD FOR VOCATIONAL EDUCATION, TOPEKA
KANSAS STATE TEACHERS COLL., EMPORIA
KANSAS STATE TEACHERS COLLEGE, EMPORIA, KANSAS 66801 ($2.50).
PUB DATE - 68 35P.

DESCRIPTORS - *PROGRAMED TEXTS; *PROGRAMED MATERIALS; *DISTRIBUTIVE EDUCATION; *DISPLAY PANELS; *EXHIBITS; MERCHANDISING; BUSINESS SKILLS; ART EDUCATION; GRAPHIC ARTS
IDENTIFIERS - *SHOW CARDS

ABSTRACT - THE PURPOSE OF THIS PROGRAMED TEXT IS TO AID DISTRIBUTIVE EDUCATION TEACHERS IN TRAINING PERSONNEL TO MAKE EFFECTIVE ADVERTISING SHOW CARDS FOR USE IN RETAIL BUSINESS ESTABLISHMENTS. WRITTEN BY AN INDIVIDUAL IN COOPERATION WITH SUBJECT MATTER CONSULTANTS, THE MANUAL CONTAINS THREE SECTIONS: (1) PLANNING, BALANCE, AND LAYOUT OF CARDS, (2) BASIC LETTERING SYSTEMS, AND (3) LETTERING AND LAYOUT FOR CARDS AND POSTERS, INCLUDING BOTH GENERAL RULES AND SPECIFIC HINTS FOR CARDMAKING. THE FIRST SECTION PRESENTS BASIC QUESTIONS AND ANSWERS IN THE PROGRAMED FORMAT, WHILE SECTIONS TWO AND THREE PROVIDE SAMPLE EXERCISES TO BE PERFORMED TO DEVELOP THE SKILLS NECESSARY FOR SHOW CARD PRODUCTION. THE TEXT IS ILLUSTRATED WITH NUMEROUS LINE DRAWINGS AND SAMPLE POSTERS AND SHOW CARDS. (AW)

VT 008 195
DEBECK, JOHN
A GUIDE FOR TEACHING MERCHANDISING 1-2.

SAN DIEGO CITY SCHOOLS, CALIF.
PUB DATE - 68 333P.

DESCRIPTORS - *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; SALESMANSHIP; *MERCHANDISING; RETAILING; SECONDARY GRADES; INSTRUCTIONAL AIDS; ACHIEVEMENT TESTS

ABSTRACT - THIS GUIDE IS FOR TEACHER USE IN PLANNING AND DEVELOPING A MERCHANDISING COURSE TO BUILD VOCATIONAL COMPETENCE AND ACTIVE INTEREST ON THE PART OF STUDENTS. IT WAS DESIGNED AT THE LOCAL LEVEL BY A TEACHER EDUCATOR, USED EXPERIEMENTALLY IN ONE SCHOOL, TESTED IN 10 SCHOOLS, AND REVISED AT THE END OF THE SECOND YEAR BY A TEACHER GROUP. THE FIRST-SEMESTER COURSE, WHICH FOCUSES ON SALESMANSHIP, INCLUDES UNITS ON THE FOLLOWING SUBJECTS: (1) DEVELOPING A SALES PERSONALITY, (2) ESSENTIAL PARTS OF A SALE, (3) THE CUSTOMER'S WANTS, NEEDS, AND BUYING MOTIVES, (4) PRODUCT KNOWLEDGE, (5) A CONVINCING DEMONSTRATION, (6) CLOSING OF THE SALE, (7) FOLLOW-UP TECHNIQUES, AND (8) PRACTICE SELLING. THE SECOND SEMESTER COURSE, CONCERNED WITH VARIOUS ASPECTS OF STORE OPERATION, INCLUDES UNITS ON THE FOLLOWING: (1) MERCHANDISING PRINCIPLES AND RETAIL STORE OPERATION, (2) SELECTION OF MERCHANDISE FOR RESALE, (3) INVENTORY PROCEDURES AND

HANDLING, (4) SALES PROMOTION AND ADVERTISING, (5) EMPLOYMENT OPPORTUNITIES AND REQUIREMENTS, (6) ADVANCED TRAINING OPPORTUNITIES, AND (7) GETTING A JOB. UNITS INCLUDE SUGGESTED ACTIVITIES AND APPROPRIATE MATERIALS, SAMPLE WORKSHEETS, TESTS, SUGGESTED VISUAL AIDS, AND IDEAS FOR THE USE OF SPEAKERS. TOTAL TIME ALLOTMENT IS 175 TO 200 HOURS. STUDENTS SHOULD BE AT THE 10TH GRADE LEVEL OR ABOVE. (JK)

VT 008 245
LUTER, ROBERT R., COMP.
BASIC ORGANIZATION OF DISTRIBUTION. FIRST-YEAR BASIC INSTRUCTION.

TEXAS UNIV., AUSTIN. INSTRUCTIONAL MATERIALS LAB.
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($4.00).
PUB DATE - 68 116P.

DESCRIPTORS - *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; *MARKETING; *HIGH SCHOOLS
IDENTIFIERS - TEXAS

ABSTRACT - THIS GUIDE IS FOR TEACHER USE IN PRESENTING THE BASIC ORGANIZATION OF DISTRIBUTION TO FIRST-YEAR DISTRIBUTIVE EDUCATION STUDENTS AT THE HIGH SCHOOL LEVEL. A REVISION OF VT 000 156 (AIM FALL 1969), THIS MANUAL IS A RESULT OF ALTERATIONS AND DELETIONS SUGGESTED BY TEACHERS THROUGHOUT TEXAS. THE CONTENT OBJECTIVES ARE TO DEVELOP THE UNDERSTANDINGS REQUIRED IN OPERATING A SUCCESSFUL BUSINESS. UNITS ARE: (1) HOW OUR AMERICAN BUSINESS SYSTEM OPERATES, (2) CHANNELS OF DISTRIBUTION, (3) DISTRIBUTION IN THE LOCAL COMMUNITY, (4) FUNDAMENTALS OF DISTRIBUTIVE ORGANIZATION, AND (5) HOW A DISTRIBUTIVEBUSINESS IS ORGANIZED FOR WORK. INCLUDED IN EACH UNIT ARE THE AIMS AND OBJECTIVES OF THE UNIT, SUGGESTIONS TO THE TEACHER, AND A COMPLETE TRAINING OUTLINE WITH SUMMARY, VOCABULARY WORDS, AND SUGGESTED VISUAL AIDS. THE TEACHER SHOULD HAVE A KNOWLEDGE OF BASIC MARKETING AND STUDENTS SHOULD BE HIGH SCHOOL AGE WITH OCCUPATIONAL GOALS IN THE FIELD OF DISTRIBUTION. (MM)

VT 008 445
VIETTI, MICHAEL T., ED.
DISTRIBUTIVE EDUCATION HANDBOOK.

INDIANA STATE DEPT. OF PUBLIC INSTRUCTION, INDIANAPOLIS. DIV. OF VOCATIONAL EDUCATION. VOCATIONAL INSTRUCTIONAL MATERIALS LABORATORY, SCHOOL OF TECHNOLOGY, INDIANA STATE UNIVERSITY, TERRE HAUTE, INDIANA 47809 ($2.00).
PUB DATE - OCT68 83P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *PROGRAM GUIDES; *PROGRAM ADMINISTRATION; *PROGRAM DESCRIPTIONS; *STATE STANDARDS
IDENTIFIERS - INDIANA

ABSTRACT - THE RESPONSIBILITIES OF INDIANA DISTRIBUTIVE EDUCATION TEACHER COORDINATORS ARE CLASSIFIED INTO SPECIFIC FUNCTIONS TO GET A CLEAR PICTURE OF THIS VARIED JOB AND TO SUGGEST PLANNING ACTIVITIES TO MAKE SURE THAT EACH FUNCTION IS CARRIED OUT. THE HANDBOOK IS ALSO STRUCTURES TO AID THE LOCAL SCHOOL ADMINISTRATION AND VOCATIONAL DIVISIONS IN UNDERSTANDING THEIR ROLES AND RESPONSIBILITIES IN DISTRIBUTIVE EDUCATION. SECTIONS INCLUDE: (1) BACKGROUND INFORMATION ABOUT DISTRIBUTIVE EDUCATION, (2) AN INTRODUCTION TO DISTRIBUTIVE EDUCATION, (3) THE DISTRIBUTIVE EDUCATION COORDINATOR, (4) REIMBURSEMENT POLICY FOR LOCAL DISTRIBUTIVE EDUCATION PROGRAM, (5) HIGH SCHOOL GUIDANCE PLAN, (6) ORGANIZATION AND OPERATION OF THE DISTRIBUTIVE EDUCATION COOPERATIVE HIGH SCHOOL PROGRAM, (7) ORGANIZATION AND OPERATION OF THE DISTRIBUTIVE EDUCATION PROJECT METHOD, (8) THE DISTRIBUTIVE EDUCATION CLUB, AND (9) EVALUATION OF THE DISTRIBUTIVE EDUCATION PROGRAM. THE APPENDIX INCLUDES SAMPLE FORMS FOR CONDUCTING HIGH SCHOOL PROGRAMS, STATE REPORTING, PURCHASING EQUIPMENT, AND CERTIFYING TEACHERS. THE BIBLIOGRAPHY LISTS BOOKS, BROCHURES ANDPAMPHLETS, TRADE JOURNALS AND MAGAZINES, AND FILMS SOURCES. (MM)

VT 008 453
LUTER, ROBERT R., COMP.
BASIC MATH OF DISTRIBUTION. FIRST-YEAR BASIC INSTRUCTION.

TEXAS UNIV., AUSTIN. INSTRUCTIONAL MATERIALS LAB.
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($6.00).
PUB DATE - 69 189P.

DESCRIPTORS - *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; *RETAILING; *PRACTICAL MATHEMATICS; *SECONDARY SCHOOL MATHEMATICS; SECONDARY GRADES; TRANSPARENCIES; MERCHANDISING
IDENTIFIERS - PROFITS

ABSTRACT - THIS GUIDE IS FOR USE IN TEACHING BASIC MATHEMATICS OF DISTRIBUTION TO FIRST-YEAR DISTRIBUTIVE EDUCATION STUDENTS AT THE HIGH SCHOOL LEVEL. IT IS A REVISION OF VT 000 145 (AIM FALL 1967). TEACHERS THROUGHOUT TEXAS REVIEWED THE MATERIALS AND SUGGESTED ALTERATIONS AND DELETIONS. UNITS ARE: (1) THE PRINCIPLES OF PROFIT, (2) WHY WE STUDY MATH IN DISTRIBUTION, (3) IMPROVING COMPUTATIONAL SKILLS, (4) DEVELOPING NUMBER SENSE, (5) CALCULATING OF EARNINGS AND PAYROLL EXPENSE, (6) INVENTORY AND STOCK CONTROL, (7) DISCOUNT AND INVOICE TERMS, (8) MARK ON AND PRICING, (9) RETAIL REDUCTIONS, AND (10) STOCK TURNOVER. INCLUDED IN EACH UNIT ARE EXAMPLES, DRILLS, SUGGESTED TESTS AND OVERHEAD PROJECTION TRANSPARENCY MASTERS, THE OBJECTIVES OF THE UNIT, SUGGESTIONS TO THE TEACHER, AND A COMPLETE TEACHING OUTLINE. THE MATERIAL IS GEOGRAPHICALLY ADAPTABLE TO ALL REGIONS AND IS DESIGNED TO TAKE 4-6 WEEKS OF CLASSROOM ACTIVITY. THE TEACHER SHOULD HAVE A KNOWLEDGE OF MERCHANDISING MATHEMATICS. (MM)

VT 008 454
LUTER, ROBERT R., COMP.
SCHOOL AND BUSINESS RELATIONSHIPS. FIRST-YEAR

BASIC INSTRUCTION.

INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($5.00).
PUB DATE - JAN69 159P.

DESCRIPTORS - *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; *ORIENTATION MATERIALS; SECONDARY GRADES; *PROGRAM DESCRIPTIONS; OCCUPATIONAL INFORMATION; CAREER CHOICE; PERSONAL GROWTH; WORK ATTITUDES
IDENTIFIERS - TEXAS

ABSTRACT - THIS GUIDE IS FOR USE IN TEACHING A UNIT ON SCHOOL AND BUSINESS RELATIONSHIPS TO FIRST-YEAR DISTRIBUTIVE EDUCATION STUDENTS AT THE HIGH SCHOOL LEVEL. THE MANUAL IS A REVISION OF VT 000 155 (AIM FALL 1969). ALL MATERIALS WERE REVIEWED WITH ALTERATIONS AND DELETIONS SUGGESTED BY TEACHERS THROUGHOUT TEXAS. UNITS ARE: AN INTRODUCTION TO DISTRIBUTIVE EDUCATION, ORIENTATION, PERSONAL DEVELOPMENT AND PREPARATION FOR WORK AND YOUR CAREER IN DISTRIBUTION. INCLUDED IN EACH UNIT ARE THE OBJECTIVES, MATERIALS NEEDED BY THE TEACHER-COORDINATOR, SUGGESTED FILMS, SUGGESTIONS TO THE TEACHER, A COMPLETE TEACHING OUTLINE, VOCABULARY, AND OVERHEAD PROJECTOR TRANSPARENCY MASTERS. THE SUGGESTED TIME ALLOTMENT IS FOR 4 TO 6 WEEKS OF CLASSROOM ACTIVITY. THE MATERIAL IS GEOGRAPHICALLY ADAPTABLE TO ALL REGIONS ALTHOUGH THERE IS EMPHASIS ON TEXAS PROGRAMS. (MM)

VT 008 478
BLUE, JAMES L.
HANDBOOK FOR SUPERVISORS OF THE DISADVANTAGED. TEACHER'S GUIDE.

WASHINGTON RESEARCH COORDINATING UNIT FOR VOCATIONAL EDUCATION, OLYMPIA
PUB DATE - APR68 17P.

DESCRIPTORS - *TEACHING GUIDES; *ADULT VOCATIONAL EDUCATION; *DISTRIBUTIVE EDUCATION; *SUPERVISORY TRAINING; DISADVANTAGED GROUPS; SUPERVISORS; SUPPLEMENTARY EDUCATION; SUPERVISORY METHODS; PROBLEM SOLVING; LESSON PLANS
IDENTIFIERS - *CONFERENCE METHOD

ABSTRACT - THIS GUIDE IS FOR TEACHER USE IN CONDUCTING A COURSE FOR SUPERVISORS IN ADULT DISTRIBUTIVE EDUCATION FOR DISADVANTAGED PERSONS. THE GUIDE WAS DEVELOPED BY A STATE SUPERVISOR FOR DISTRIBUTIVE EDUCATION AND UTILIZES INFORMATION GAINED FROM TWO-DAY SEMINARS INVOLVING STATE AGENCY MANAGEMENT PERSONNEL. THE GUIDE IS DESIGNED FOR 26 HOURS OF INSTRUCTION IN MANAGEMENT AND SUPERVISORY TRAINING AND MAY BE CONDUCTED IN AN INDUSTRIAL OR A FORMAL SCHOOL SETTING. CONTENT OBJECTIVES ARE TO DEVELOP SKILLS AND UNDERSTANDINGS REQUIRED TO DEVELOP LESSON PLANS AND FOR USE OF THE CONFERENCE METHOD. THE LEVEL OF TEACHER COMPETENCY SPECIFIED IS AN ADULT EDUCATION INSTRUCTOR WITH EXPERIENCE IN GROUP DYNAMICS. STUDENT SELECTION CRITERIA LIMITS ENROLLMENT TO FIRST LINE SUPERVISORS CURRENTLY EMPLOYED. A RELATED STUDENT HANDBOOK IS AVAILABLE AS VT 008 479. (CH)

VT 008 479
BLUE, JAMES L.
HANDBOOK FOR SUPERVISORS OF THE DISADVANTAGED.

WASHINGTON RESEARCH COORDINATING UNIT FOR VOCATIONAL EDUCATION, OLYMPIA
PUB DATE - APR68 11P.

DESCRIPTORS - *STUDY GUIDES; *ADULT VOCATIONAL EDUCATION; *DISTRIBUTIVE EDUCATION; *SUPERVISORY TRAINING; *DISADVANTAGED GROUPS; SUPERVISORS; SUPPLEMENTARY EDUCATION; SUPERVISORY METHODS; PROBLEM SOLVING

ABSTRACT - THIS HANDBOOK WAS DESIGNED FOR STUDENT USE IN CONDUCTING A COURSE ON THE RESPONSIBILITIES AND TECHNIQUES PERFORMED BY SUPERVISORS WHO WORK WITH ADULT EMPLOYEES CLASSIFIED AS DISADVANTAGED PERSONS. THE HANDBOOK WAS DEVELOPED BY A STATE SUPERVISOR OF DISTRIBUTIVE EDUCATION AND UTILIZED INFORMATION GAINED FROM A SERIES OF TWO-DAY SEMINARS INVOLVING STATE AGENCY MANAGEMENT PERSONNEL. THE CONTENT OBJECTIVES ARE TO DEVELOP SKILLS AND UNDERSTANDING: (1) FOR ADULT EDUCATION SUPERVISORY RESPONSIBILITES AND TECHNIQUES, (2) FOR IDENTIFIED BARRIERS TO WORKING WITH DISADVANTAGED PERSONS, AND (3) FOR SUGGESTED METHODS FOR REDUCING THE BARRIERS TO WORKING WITH THE DISADVANTAGED. THE HANDBOOK IS DESIGNED FOR 26 HOURS OF ADULT OR VOCATIONAL SUPPLEMENTARY EDUCATION AND FOCUSES ON MANAGEMENT AND SUPERVISION. THE COURSE MAY BE CONDUCTED IN AN INDUSTRIAL OR FORMAL SCHOOL SETTING. THE LEVEL OF TEACHER COMPETENCY SPECIFIED IS AN ADULT EDUCATION INSTRUCTOR WITH EXPERIENCE IN GROUP DYNAMICS. THE STUDENT SELECTION CRITERIA LIMITS ENROLLMENT TO FIRST LINE SUPERVISORS CURRENTLY EMPLOYED. A RELATED TEACHERS GUIDE IS AVAILABLE AS VT 008 478. (CH)

VT 008 484
HAILES, WILLIAM D., AND OTHERS
DISTRIBUTIVE EDUCATION LABORATORY MANUAL.

NEW YORK STATE EDUCATION DEPT., ALBANY. BUREAU OF BUSINESS AND DISTRIBUTIVE EDUCATION
PUB DATE - 63 65P.

DESCRIPTORS - *PROGRAM GUIDES; *DISTRIBUTIVE EDUCATION; PROGRAM EVALUATION; HIGH SCHOOLS; *TRAINING LABORATORIES; *PROJECT TRAINING METHODS; EDUCATIONAL EQUIPMENT; RECORDS; *EQUIPMENT UTILIZATION; SECONDARY GRADES

ABSTRACT - DEVELOPED BY A TEACHER COMMITTEE AT THE STATE LEVEL, THIS GUIDE IS DESIGNED TO ASSIST TEACHER-COORDINATORS TO MAKE THE BEST POSSIBLE USE OF THE CLASSROOM LABORATORY IN DEVELOPING DESIRED ATTITUDES, KNOWLEDGES, AND PRACTICAL SELLING SKILLS. THE DOCUMENT IS ORGANIZED INTO FOUR PARTS. "THE DISTRIBUTIVE EDUCATION LABORATORY" COVERS DEFINITIONS, AIMS AND OBJECTIVES, FACILITIES, EQUIPMENT, AND LAYOUT. "OPERATION OF THE LABORATORY" COVERS ORGANIZATION FOR INSTRUCTION, ADMINISTRATION, AND CONTROL. "USING THE LABORATORY AS A TEACHING AID" COVERS STUDENT ACTIVITIES, INTEGRATED INSTRUCTION, AND ADULT PROGRAMS. "EVALUATION AND ANALYSIS" CONSIDERS THE INDIVIDUALS WHO MAY ASSIST IN THE PROCESS

OF EVALUATION, THE ELEMENTS OR ACTIVITIES TO BE EVALUATED, AND THE DEVICES TO BE USED IN COLLECTING INFORMATION. APPENDIXES INCLUDE A LABORATORY INVENTORY CHECK LIST, DESCRIPTIONS OF SELECTED PROJECTS, AND VARIOUS FORMS AND OTHER TOOLS USED IN CONNECTION WITH THE LABORATORY STORE. (JK)

VT 008 583
101 CASE PROBLEMS IN RETAIL SELLING.

INDIANA STATE DEPT. OF PUBLIC INSTRUCTION, INDIANAPOLIS. DISTRIBUTIVE EDUCATION SERVICE
INDIANA STATE UNIV., TERRE HAUTE. DISTRIBUTIVE EDUCATION SERVICE
VOCATIONAL INSTRUCTIONAL MATERIALS LABORATORY, SCHOOL OF TECHNOLOGY, INDIANA STATE UNIVERSITY, TERRE HAUTE, INDIANA 47809 ($1.00).
PUB DATE - NOV63 218P.

DESCRIPTORS - *CASE STUDIES; *DISTRIBUTIVE EDUCATION; *SALES OCCUPATIONS; *SALESMANSHIP; SALES WORKERS; *INSTRUCTIONAL MATERIALS; INSTRUCTIONAL AIDS; SECONDARY GRADES

ABSTRACT - THIS MANUAL, FOR USE IN TEACHER-STUDENT DISCUSSION GROUPS, CONSISTS OF A NUMBER OF CASES INVOLVING ACTUAL SALES SITUATIONS IN STORE SELLING. IT WAS DEVELOPED AND COMPILED BY A SUBJECT MATTER SPECIALIST AND TEACHER EDUCATORS TO PRESENT TO HIGH SCHOOL DISTRIBUTIVE EDUCATION STUDENTS A REPRESENTATIVE CROSS SECTION OF THE TYPES OF PROBLEMS THAT MAY FACE A SALESPERSON. SUGGESTIONS FOR EFFECTIVE PRESENTATION OF MATERIAL, HOW TO INVOLVE ALL MEMBERS OF THE GROUP IN THE DISCUSSION, AND HOW TO KEEP THE GROUP INTERESTED IN THE MATERIAL ARE GIVEN. SOME OF THE SUBJECTS COVERED IN THE MANUAL ARE: (1) PROPER APPROACH TO THE CUSTOMER, (2) HANDLING PRICE OBJECTIONS, (3) SELLING TO DIFFERENT TYPES OF CUSTOMERS, (4) HANDLING EXCHANGES, CREDIT PROBLEMS, AND COMPLAINTS, (5) SPOTTING AND DEALING WITH SHOPLIFTERS, (6) STOCK HANDLING, (7) VARIOUS SALES TECHNIQUES, AND (8) PERSONAL HABITS, ATTITUDES, AND CONDUCT OF THE SALESPERSON. EACH CASE PRESENTS THE SITUATION, THE PROBLEM, POSSIBLE SOLUTIONS, AND BASIC PRINCIPLES INVOLVED. CASES SHOULD BE SELECTED AND ADAPTED BY THE GROUP LEADER TO SUIT THE NEEDS AND INTERESTS OF THE GROUP. THE DISCUSSION GROUPS SHOULD BE CONDUCTED BY CERTIFIED DISTRIBUTIVE EDUCATION TEACHERS. (AW)

VT 008 599
EXPERIMENTAL COURSE OF STUDY IN SERVICE STATION MERCHANDISING AND MANAGEMENT (A ONE-YEAR COURSE OF STUDY). SYLLABUS.

NEW YORK STATE EDUCATION DEPT., ALBANY. BUREAU OF SECONDARY CURRICULUM DEVELOPMENT
PUB DATE - 67 103P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *SERVICE STATION ATTENDANT; *MERCHANDISING; GRADE 12; SERVICE OCCUPATIONS; TEACHING GUIDES; BIBLIOGRAPHIES; *CURRICULUM GUIDES

ABSTRACT - THIS CURRICULUM GUIDE IS FOR TEACHER USE IN CONDUCTING A COURSE IN SERVICE STATION MERCHANDISING AND MANAGEMENT FOR HIGH SCHOOL DISTRIBUTIVE EDUCATION ENROLLEES. THE CONTENT OBJECTIVES ARE TO PROVIDE SPECIALIZED CLASSROOM INSTRUCTION AND ON-THE-JOB EXPERIENCE FOR STUDENTS WHO ARE INTERESTED IN THE SERVICE STATION BUSINESS AND RELATED OPPORTUNITIES WITH OIL COMPANIES. CHAPTERS ARE: (1) THE BUSINESS OF SERVICE STATION, (2) TYPES OF RETAIL GASOLINE OUTLETS, (3) FUNDAMENTALS OF SERVICE STATION DEVELOPMENT, (4) LOCATION, (5) VISIBILITY, (6) ACCESSIBILITY, (7) BUILDING, (8) APPEARANCE, (9) PRODUCT KNOWLEDGE, (10) KNOWLEDGE OF THE AUTOMOBILE, (11) AUTOMOTIVE SERVICE, (12) SERVICE TOOLS AND EQUIPMENT, (13) PERSONNEL SELECTION, (14) PERSONNEL DEVELOPMENT TRAINING PROGRAM, (15) SALES TECHNIQUES, (16) GASOLINE SALES, (17) STOCK PLANNING AND CONTROL, (18) MONEY MANAGEMENT--RECORDS AND CONTROL, (19) MONEY MANAGEMENT--ANALYSIS AND PLANNING, (20) NEW BUSINESS ACTIVITY, AND (21) PLANNING FOR A SERVICE STATION CAREER. EACH CHAPTER CONTAINS A COMPLETE TEACHING OUTLINE AND SUGGESTIONS TO THE TEACHER. THIS CURRICULUM WAS DESIGNED TO BE COVERED IN A 1-YEAR COURSE AND IS GEOGRAPHICALLY ADAPTABLE TO ALL REGIONS. A BIBLIOGRAPHY OF REFERENCES AND INSTRUCTIONAL AIDS IS APPENDED. (MM)

VT 008 700
BURBRINK, P.W., AND OTHERS
JEWELRY SALES TRAINING KIT .

INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($30.00).
PUB DATE - 67 1,246P.

DESCRIPTORS - MANUALS; ANSWER KEYS; *SUPPLEMENTARY TEXTBOOKS; SECONDARY GRADES; POST SECONDARY EDUCATION; ADULT VOCATIONAL EDUCATION; *DISTRIBUTIVE EDUCATION; *RETAILING; *MERCHANDISING; *STUDENT PROJECTS
IDENTIFIERS - *JEWELRY

ABSTRACT - DEVELOPED BY SUBJECT MATTER SPECIALISTS TO ACQUAINT DISTRIBUTIVE EDUCATION TRAINEES WITH THE ACTUAL OPERATIONS AND MERCHANDISE OF THE RETAIL JEWELRY STORE, THESE INSTRUCTIONAL MATERIALS ARE FOR USE IN HIGH SCHOOLS, JUNIOR COLLEGES, AND ADULT CLASSES. EACH OF THE MANUALS WAS CHECKED BY LEADING JEWELERS FOR ACCURACY AND AUTHENTICITY. THE JEWELRY SALES TRAINING KIT CONTAINS ASSIGNMENT MANUALS AND TEACHER'S ANSWER BOOKS ON: (1) THE JEWELRY STORE OF TODAY, (2) WATCHES AND CLOCKS, (3) PRECIOUS GEMS AND METALS, (4) FLATWARE AND HOLLOWARE, (5) FASHION JEWELRY, AND (6) CRYSTAL, CHINA, AND GIFTWARE. ADDITIONAL REFERENCES INCLUDED ARE A BOOKLET EXPLAINING THE ROMANCE OF RINGS AND BIRTHSTONES AND A CATALOG OF PRECIOUS STONES. THE STUDENT MANUALS CONTAIN SUPPLEMENTARY TEXTUAL INFORMATION, QUESTIONS, AND PROJECTS FOR COMPLETION BASED ON THE STUDENT'S COOPERATIVE WORK EXPERIENCE. (DM)

VT 008 772
VERRILL, ADDISON H.
REDUCING SHOPLIFTING LOSSES. SMALL MARKETERS AIDS NO. 129.

SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.
SMALL BUSINESS ADMINISTRATION, 1441 L STREET, N.W., ROOM 100, WASHINGTON, D.C. 20416 (NO CHARGE).
PUB DATE - SEP67 8P.

DESCRIPTORS - *RESOURCE MATERIALS; *DISTRIBUTIVE EDUCATION; *RETAILING; *STEALING; *SHOPLIFTING; MANAGEMENT; ADULT VOCATIONAL EDUCATION

ABSTRACT - WRITTEN BY A SUBJECT MATTER SPECIALIST AS PART OF A SERIES OF SMALL MARKETERS AIDS, THIS BULLETIN IS DESIGNED TO GUIDE OWNERS AND OPERATORS OF SMALL RETAIL STORES IN REDUCING SHOPLIFTING LOSSES. THE CONTENT DEALS BRIEFLY WITH SUCH ASPECTS OF THE PROBLEM AS TYPES OF SHOPLIFTERS, METHODS USED BY SHOPLIFTERS, AND HINTS FOR THE SALESCLERK IN SPOTTING POTENTIAL SHOPLIFTERS. ALSO INCLUDED ARE PRACTICAL SUGGESTIONS ON THE USE OF PROTECTIVE DEVICES SUCH AS CLOSED-CIRCUIT TELEVISION AND 2-WAY MIRRORS, PROPER PROCEDURES IN APPREHENDING SHOPLIFTERS, AND RECOMMENDATIONS FOR THE PHYSICAL LAYOUT OF THE STORE THAT WILL EFFECTIVELY DISCOURAGE SHOPLIFTING. A LIST OF RELATED REFERENCES IS INCLUDED. (AW)

VT 008 773
PREVENTING BURGLARY AND ROBBERY LOSS. SMALL MARKETERS AIDS NO. 134.

SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.
SMALL BUSINESS ADMINISTRATION, 1441 L STREET, N.W., ROOM 100, WASHINGTON, D.C. 20416 (NO CHARGE).
PUB DATE - MAY68 8P.

DESCRIPTORS - *RESOURCE MATERIALS; *DISTRIBUTIVE EDUCATION; *RETAILING; *STEALING; MANAGEMENT; ADULT VOCATIONAL EDUCATION
IDENTIFIERS - *BURGLARY; ROBBERY

ABSTRACT - THE PURPOSE OF THIS BULLETIN IS TO AID OWNERS AND OPERATORS OF SMALL RETAIL BUSINESSES IN THE PREVENTION OF ROBBERY AND BURGLARY LOSSES. WRITTEN BY A MANAGEMENT CONSULTANT, AS PART OF A SERIES OF SMALL MARKETERS AIDS, IT WAS DESIGNED TO MAKE THE SMALL BUSINESSMAN AWARE OF THE PRECAUTIONARY MEASURES AVAILABLE TO HIM. THE FIRST SECTION, ON PREVENTING BURGLARIES, DEALS WITH THE NEED FOR ADEQUATE LOCKS, ALARM SYSTEMS, AND THE USE OF A SECURE SAFE. ALSO INCLUDED HERE ARE SUGGESTIONS FOR BURGLAR-PROOFING STORES IN HIGH-RISK LOCATIONS SUCH AS EMPLOYING WATCHDOGS, PRIVATE POLICE PATROLS, AND INSTALLING BURGLAR-RESISTANT GLASS. A SEPARATE SECTION ON PREVENTING ROBBERY LOSSES PROVIDES SUGGESTIONS ON TRAINING EMPLOYEES TO REACT PROPERLY DURING A ROBBERY AND RECOMMENDS SAFE CASHIER AND BANKING PRACTICES. OTHER IMPORTANT SUGGESTIONS GIVEN IN THIS SECTION OF THE DOCUMENT ARE USING CARE IN OPENING AND CLOSING THE STORE, AND IN ANSWERING AFTER-HOUR CALLS. A BRIEF LIST OF RELATED REFERENCES IS INCLUDED. (AW)

VT 008 821
PRODUCER OF GOODS (TRANSPARENCY MASTERS).

CLEMSON UNIV., S.C. VOCATIONAL EDUCATION MEDIA CENTER
SOUTH CAROLINA STATE DEPT. OF EDUCATION, COLUMBIA. OFFICE OF VOCATIONAL EDUCATION
STATE SUPERVISOR OF DISTRIBUTIVE EDUCATION, RUTLEDGE BUILDING, OFFICE OF VOCATIONAL EDUCATION, STATE DEPARTMENT OF EDUCATION, COLUMBIA, SOUTH CAROLINA 29201 (ONE PER STATE SUPERVISOR OF DISTRIBUTIVE EDUCATION).
PUB DATE - ND 11P.

DESCRIPTORS - *TRANSPARENCIES; *DISTRIBUTIVE EDUCATION; SECONDARY GRADES; INSTRUCTIONAL AIDS; *ORIENTATION MATERIALS; *MARKETING

ABSTRACT - DISTRIBUTIVE EDUCATION TEACHERS MAY USE INSTRUCTIONAL AIDS PRODUCED FROM THESE 10 TRANSPARENCY MASTERS IN ORIENTING HIGH SCHOOL STUDENTS TO THE FIELD OF DISTRIBUTION. TITLES OF TRANSPARENCIES DEVELOPED BY THE COMMITTEE OF TEACHER EDUCATORS, TEACHERS AND SUPERVISORS ARE: (1) PRODUCERS OF GOODS, (2) PRODUCERS OF SERVICES, (3) CONSUMERS OF GOODS AND SERVICES, (4) DISTRIBUTION: THE CONNECTING LINK, (5) DISTRIBUTION INCLUDES, (6) WHAT IS DISTRIBUTIVE EDUCATION, (7) HOW THE D.E. PLAN WORKS, (8) AIMS AND OBJECTIVES OF D.E., (9) STUDENT RESPONSIBILITIES IN THE SCHOOL, AND (10) STUDENT RESPONSIBILITIES AT WORK. (DM)

VT 008 824
ELLIS, O.H.
STORE SECURITY (TRANSPARENCY MASTERS).

CLEMSON UNIV., S.C. VOCATIONAL EDUCATION MEDIA CENTER
SOUTH CAROLINA STATE DEPT. OF EDUCATION, COLUMBIA. OFFICE OF VOCATIONAL EDUCATION
STATE SUPERVISOR OF DISTRIBUTIVE EDUCATION, RUTLEDGE BUILDING, OFFICE OF VOCATIONAL EDUCATION, STATE DEPARTMENT OF EDUCATION, COLUMBIA, SOUTH CAROLINA 29201 (ONE PER STATE SUPERVISOR OF DISTRIBUTIVE EDUCATION).
PUB DATE - ND 22P.

DESCRIPTORS - *TRANSPARENCIES; *DISTRIBUTIVE EDUCATION; *SECURITY; *RETAILING; SECONDARY GRADES; INSTRUCTIONAL AIDS

ABSTRACT - DISTRIBUTIVE EDUCATION TEACHERS MAY USE INSTRUCTIONAL AIDS PRODUCED FROM THESE TRANSPARENCY MASTERS IN TEACHING STORE SECURITY TO HIGH SCHOOL CLASSES. SLIDES PRESENT ILLUSTRATIONS OF: (1) PROFESSIONAL, AMATEUR AND KLEPTOMANIAC SHOPLIFTERS, (2) GIMMICKS USED BY SHOPLIFTERS, (3) PREVENTION OF SHOPLIFTING, (4) REGISTER ROBBING, AND (5) PASSAGE OF BAD CHECKS. A MIMEOGRAPH SCRIPT ACCOMPANIES THE 16 TRANSPARENCIES. (DM)

VT 008 885
BENNETT, ROBERT
COOPERATIVE-DISTRIBUTIVE EDUCATION; AN ALTERNATE SEMESTER PROGRAM.

COLLEGE OF SAN MATEO, CALIF.
CALIFORNIA STATE DEPT. OF EDUCATION, SACRAMENTO. BUREAU OF BUSINESS EDUCATION
PUB DATE - 68 13P.

DESCRIPTORS - *PROGRAM DESCRIPTIONS; *DISTRIBUTIVE EDUCATION; *COOPERATIVE PROGRAMS; EDUCATIONAL PLANNING; *CURRICULUM; WORK STUDY PROGRAMS; JUNIOR COLLEGES; *PROGRAM EVALUATION; DISTRIBUTIVE OCCUPATIONS; EMPLOYER ATTITUDES; STUDENT ATTITUDES; RECRUITING
IDENTIFIERS - CALIFORNIA; *SAN MATEO JUNIOR COLLEGE

ABSTRACT - THE PURPOSE OF THIS STUDY WAS TO DETERMINE THE FEASIBILITY OF USING THE COOPERATIVE EDUCATION PLAN IN JUNIOR COLLEGES FOR STUDENTS SEEKING DISTRIBUTIVE CAREERS. THE STUDY IS LIMITED TO STUDENTS FROM COLLEGE OF SAN MATEO DURING SPRING SEMESTER OF 1968 AND EMPLOYERS IN THE SAN FRANCISCO BAY AREA. SECTION I PROVIDES A SUMMARY OF NEW INFORMATION GAINED THROUGH THE STUDY, SUMMARIZES THE RESPONSES OF 50 EMPLOYERS WHO WERE INTERVIEWED, AND PROVIDES CIVILIAN EMPLOYMENT STATISTICS FOR THE SAN FRANCISCO BAY AREA. SECTION II DESCRIBES THE ALTERNATIVE SEMESTER COOPERATIVE EDUCATION WORK-STUDY PLAN FOR COLLEGE STUDENTS. INCLUDED ARE SUMMARIES OF PREVIOUS STUDIES AND A BRIEF HISTORICAL SKETCH OF THIS MOVEMENT IN EDUCATION. SECTION III SUMMARIZES REPORTS FROM PARTICIPANTS IN THE INITIAL PILOT PROGRAM. DIRECT REPORTS OF STUDENTS AND EMPLOYER STATEMENTS ABOUT THE COOPERATIVE EDUCATION-DISTRIBUTIVE ALTERNATING SEMESTER PLAN SUPPLEMENTS THE PRESENTATION OF STATISTICAL DATA. (CH)

VT 008 938
PARLIAMENTARY PROCEDURES (TRANSPARENCY MASTERS).

CLEMSON UNIV., S.C. VOCATIONAL EDUCATION MEDIA CENTER
SOUTH CAROLINA STATE DEPT. OF EDUCATION, COLUMBIA. OFFICE OF VOCATIONAL EDUCATION
STATE SUPERVISOR OF DISTRIBUTIVE EDUCATION, RUTLEDGE BUILDING, OFFICE OF VOCATIONAL EDUCATION, STATE DEPARTMENT OF EDUCATION, COLUMBIA, SOUTH CAROLINA 29201
PUB DATE - 68 12P.

DESCRIPTORS - *TRANSPARENCIES; *DISTRIBUTIVE EDUCATION; *LEADERSHIP TRAINING; *PARLIAMENTARY LAW; STUDENT ORGANIZATIONS; INSTRUCTIONAL AIDS; SECONDARY GRADES

ABSTRACT - DEVELOPED BY A COMMITTEE OF TEACHERS FOR USE IN HIGH SCHOOL DISTRIBUTIVE EDUCATION CLASSES, INSTRUCTIONAL AIDS PRODUCED FROM THESE 11 TRANSPARENCY MASTERS MAY ASSIST IN ILLUSTRATING SIMPLE PARLIAMENTARY PROCEDURE. ABILITIES INCLUDE: (1) INTRODUCING BUSINESS, (2) RAISING OF PRIVILEGE, (3) MOTIONS TO ADJOURN, (4) AMENDMENTS, (5) REFERRING TO A COMMITTEE, (6) LAYING ON THE TABLE, (7) THE AGENDA OR ORDER OF BUSINESS, AND (8) HOW A MOTION SHOULD PROGRESS. (DM)

VT 008 944
DISTRIBUTIVE EDUCATION CLUBS OF AMERICA (TRANSPARENCY MASTERS).

CLEMSON UNIV., S.C. VOCATIONAL EDUCATION MEDIA CENTER
SOUTH CAROLINA STATE DEPT. OF EDUCATION, COLUMBIA. OFFICE OF VOCATIONAL EDUCATION
STATE SUPERVISOR OF DISTRIBUTIVE EDUCATION, RUTLEDGE BUILDING, OFFICE OF VOCATIONAL EDUCATION, STATE DEPARTMENT OF EDUCATION, COLUMBIA, SOUTH CAROLINA 29201 (ONE PER STATE SUPERVISOR OF DISTRIBUTIVE EDUCATION).
PUB DATE - ND 9P.

DESCRIPTORS - *TRANSPARENCIES; *DISTRIBUTIVE EDUCATION; *LEADERSHIP TRAINING; *STUDENT ORGANIZATIONS; INSTRUCTIONAL AIDS; SECONDARY GRADES
IDENTIFIERS - *DISTRIBUTIVE EDUCATION CLUBS OF AMERICA; DECA; SOUTH CAROLINA

ABSTRACT - DEVELOPED BY A COMMITTEE OF TEACHER EDUCATORS, TEACHERS AND SUPERVISORS, THESE TRANSPARENCY MASTERS ARE FOR USE IN CLASSROOM PRESENTATIONS BY TEACHERS OF DISTRIBUTIVE EDUCATION IN HIGH SCHOOL VOCATIONAL PROGRAMS. INSTRUCTIONAL AIDS DEVELOPED FROM THESE MASTERS MAY BE USED IN ILLUSTRATING TO STUDENTS: (1) THE PURPOSE OF DISTRIBUTIVE EDUCATION CLUBS OF AMERICA (DECA), (2) THE HISTORY OF DECA, (3) THE DECA EMBLEM, (4) DECA ACTIVITIES, (5) ESSENTIALS FOR A GOOD DECA CHAPTER, AND (6) THE DECA STATE LEADERSHIP CONFERENCE. EIGHT MASTERS ARE INCLUDED. (DM)

VT 008 989
LUTER, ROBERT R.
COLOR DYNAMICS FOR MARKETING AND DISTRIBUTION.

TEXAS UNIV., AUSTIN. INSTRUCTIONAL MATERIALS LAB.
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($8.95 PER KIT).
PUB DATE - SEP68 350P.

DESCRIPTORS - STUDY GUIDES; *RESOURCE UNITS; *DISTRIBUTIVE EDUCATION; *MERCHANDISING; *COLOR PLANNING; SECONDARY GRADES; POST SECONDARY GRADES; ANSWER KEYS; *VISUAL PERCEPTION; SUPPLEMENTARY TEXTBOOKS; SELECTED PROJECTS; MARKETING

ABSTRACT - THIS KIT FOR TEACHER AND STUDENT USE IN A DISTRIBUTIVE EDUCATION PREPARATORY OR COOPERATIVE HIGH SCHOOL OR JUNIOR COLLEGE COURSE WAS DEVELOPED BY A SUBJECT MATTER SPECIALIST. IT IS INTENDED TO ASSIST THE STUDENT TO DEVELOP THE BASIC KNOWLEDGE OF COLOR VITAL TO MERCHANDISING AND DISTRIBUTION. THE STUDENT STUDY MANUAL AND ANSWER BOOK PUBLISHED BY THE INSTRUCTIONAL MATERIALS LABORATORY ARE SUPPLEMENTED BY "COME CATCH A RAINBOW" (PITTSBURGH PLATE GLASS COMPANY, 1963), "LIGHT AND COLOR" (GENERAL ELECTRIC, 1967), AND "THE FIRST BOOK OF COLOR," BY HERBERT P. PASCHEL (CHANTICLEER PRESS, INCORPORATED, 1959). SUBJECTS OF ASSIGNMENT ARE: (1) WHY STUDY COLOR, (2) COLOR THROUGH THE CENTURIES, (3) THE ELEMENT OF LIGHT IN COLOR, (4) HOW WE SEE COLOR, (5) COLOR ASSOCIATIONS, (6) COLORIMETRY, (7) COLOR SYSTEMS, (8) COLOR ILLUSIONS, (9) THE INFLUENCES OF COLORS, (10) THE IMPACT OF COLOR IN SELLING, (11) THE COLOR IN WOMEN'S

FASHIONS, (12) COLOR IN MASCULINE APPAREL, (13) COLOR IN COSMETICS, (14) COLORS IN PRODUCT PACKAGING, (15) COLOR IN FOOD MERCHANDISING, (16) COLOR AND LIGHT IN STORE INTERIORS, (17) COLOR AS PRODUCT APPEAL, (18) COLOR IN INTERIOR DESIGN AND DECORATION, (19) COLOR IN HOME FURNISHINGS, AND (20) COLOR IN ADVERTISING. THE KIT WAS DESIGNED TO SERVE AS A COMPLETE RESOURCE UNIT WITHOUT ADDITIONAL REFERENCES. (JK)

VT 009 270
TRAINING PLAN OUTLINES FOR MANPOWER DEVELOPMENT AND TRAINING ACT COURSES FOR GENERAL SALESPERSONS, WOMEN'S GARMENTS SALESPERSONS, DRUG SUNDRIES CLERKS, AND GROCERY CHECKERS.

OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C. DIV. OF MANPOWER DEVELOPMENT AND TRAINING
PUB DATE - 66 50P.

DESCRIPTORS - *CURRICULUM GUIDES; *DISTRIBUTIVE EDUCATION; *SALESMANSHIP; *SALES OCCUPATIONS; ADULT VOCATIONAL EDUCATION; *SALES WORKERS; COURSE CONTENT; COURSE ORGANIZATION; PROGRAM COSTS; FEDERAL PROGRAMS
IDENTIFIERS - *MANPOWER DEVELOPMENT AND TRAINING ACT PROGRAMS; MDTA PROGRAMS

ABSTRACT - PREPARED BY TRAINING AGENCIES UNDER PROVISIONS OF THE MANPOWER DEVELOPMENT AND TRAINING ACT (MDTA), THESE EXAMPLES OF ENTRY LEVEL AND REFRESHER MDTA COURSES ARE DESIGNED TO PREPARE TRAINEES FOR EMPLOYMENT AS SALESPERSONS. BRIEF DESCRIPTIVE INFORMATION AND A TOPICAL OUTLINE OF EACH COURSE COVER: (1) MAJOR UNITS, (2) CLOCK HOURS, (3) SPECIFIC JOB SKILLS TO BE DEVELOPED, (4) INSTRUCTIONAL MATERIALS, TEACHING AIDS, AND NEW EQUIPMENT, AND (5) EVALUATION OF PROGRESS AND ACHIEVEMENT. SOME OUTLINES ALSO INCLUDE PROPOSED COURSE BUDGETS. COURSES RANGING IN LENGTH FROM 160 TO 2,600 CLOCK HOURS ARE OUTLINED. (AW)

VT 009 295
DISTRIBUTIVE EDUCATION IN MERCHANDISE HANDLING OCCUPATIONS: A PROGRAM OF INSTRUCTION.

OAKLAND UNIFIED SCHOOL DISTRICT, CALIF. CALIFORNIA STATE DEPT. OF EDUCATION, SACRAMENTO. BUREAU OF BUSINESS EDUCATION
SUPERINTENDENT OF BUSINESS EDUCATION, OAKLAND PUBLIC SCHOOLS, 1025 SECOND AVENUE, OAKLAND, CALIFORNIA 94606 ($2.50).
PUB DATE - ND 98P.

DESCRIPTORS - *TEACHING GUIDES; CURRICULUM GUIDES; BUSINESS EDUCATION; *DISTRIBUTIVE EDUCATION; *MERCHANDISING; *LOW ABILITY STUDENTS; SECONDARY GRADES; OCCUPATIONAL CLUSTERS; STOCKKEEPING; *PROJECT TRAINING METHODS
IDENTIFIERS - MERCHANDISE HANDLING OCCUPATIONS

ABSTRACT - THIS TEACHER'S GUIDE WAS DEVELOPED BY A TEAM OF BUSINESS AND DISTRIBUTIVE EDUCATION TEACHERS, FOR USE IN THE FIRST OF A 2-YEAR HIGH SCHOOL VOCATIONAL PROGRAM COMPRISING A CLUSTER OF MERCHANDISE HANDLING OCCUPATIONS. THE PROGRAM IS DESIGNED PRIMARILY TO PREPARE SCHOLASTICALLY AVERAGE OR BELOW-AVERAGE BOYS FOR EMPLOYMENT AS MERCHANDISE HANDLERS BY PROVIDING THEM WITH AN OPPORTUNITY FOR MEANINGFUL, OCCUPATIONALLY-DIRECTED LEARNING AND PRACTICAL TRAINING. THE CONTENT INCLUDES BRIEF INTRODUCTORY INFORMATION ON THE DEVELOPMENT AND OPERATION OF THE PROGRAM, GENERAL INSTRUCTIONS TO THE TEACHER, AND SEVEN UNITS OF INSTRUCTION: (1) INTRODUCTION TO STUDENTS, (2) AMERICAN ECONOMIC SYSTEM, (3) TRANSPORTATION DOCUMENTS, (4) TRANSPORTATION OF GOODS, (5) SHIPPING, RECEIVING, AND WAREHOUSING, (6) HUMAN RELATIONS ON THE JOB, AND (7) GETTING AND HOLDING THE JOB. UNITS GIVE EXPLANATORY AND DEFINITIVE INFORMATION ON THE TOPICS, AND SUGGESTED LEARNING ACTIVITIES INCLUDING OBJECTIVES, MATERIALS NEEDED, TEACHING SUGGESTIONS, AND QUESTIONS TO BE ANSWERED. A SUGGESTED LABORATORY LAYOUT, LABORATORY EQUIPMENT AND SUPPLY LIST, SELECTED PERIODIC LITERATURE AND REFERENCE COURSED, AND A BIBLIOGRAPHY ARE APPENDED. A QUALIFIED BUSINESS OR DISTRIBUTIVE EDUCATION TEACHER SHOULD CONDUCT THE COURSE. (AW)

VT 009 361
THE TRAINING OF SALESMEN, SALESWOMEN AND SALES DEMONSTRATORS. RECOMMENDATION 17.

ELECTRICITY SUPPLY INDUSTRY TRAINING BOARD, LONDON (ENGLAND)
ELECTRICITY SUPPLY INDUSTRY TRAINING BOARD, 30 MILLBANK, LONDON, S.W. 1, ENGLAND.
PUB DATE - DEC68 31P.

DESCRIPTORS - *PROGRAM GUIDES; ELECTRICAL OCCUPATIONS; EDUCATIONAL PROGRAMS; SALESMANSHIP; RECRUITMENT; *SALES OCCUPATIONS; *ON THE JOB TRAINING; *DISTRIBUTIVE EDUCATION; *FOREIGN COUNTRIES
IDENTIFIERS - *ENGLAND; ELECTRICITY SUPPLY INDUSTRY TRAINING BOARD

ABSTRACT - THIS GUIDE WAS DEVELOPED AS ONE OF A GROUP OF 18 TO RECOMMEND TRAINING PROGRAMS IN ELECTRICAL OCCUPATIONS. IT IS DESIGNED TO PROVIDE FOR ON-THE-JOB AND FORMAL CLASSROM TRAINING OF SALESMEN, SALESWOMEN, AND SALES DEMONSTRATORS. CONTENTS ARE: (1) OBJECTIVES, (2) RECRUITMENT, (3) SELECTION, (4) PATTERN OF TRAINING, (5) DURATION OF TRAINING, (6) INDUCTING AND INTRODUCTORY TRAINING, (7) FIRST SALES TRAINING COURSE, (8) ON-JOB TRAINING, (9) ASSOCIATED STUDIES, (10) SECOND SALES TRAINING COURSE, (11) FURTHER ON-JOB EXPERIENCE INCLUDING ADDITIONAL TRAINING, (12) SUPERVISION OF TRAINING, (13) ASSESSMENT OF TRAINING, (14) COMPLETION OF TRAINING, PROGRAM, AND (15) CAREER DEVELOPMENT. THE APPENDIXES CONTAIN: (1) NOTE ON THE NATIONAL INSTITUTE OF INDUSTRIAL PSYCHOLOGY SEVEN POINT PLAN, (2) FIRST SALES TRAINING COURSE GUIDE SYLLABUSES, (3) FIRST SALES TRAINING COURSE SPECIMEN TIMETABLE, (4) SECOND TRAINING COURSE GUIDE SYLLABUSES, AND (5) SECOND SALES TRAINING COURSE SPECIMEN TIMETABLE. (GR)

VT 009 557
A LIBRARY FOR DISTRIBUTIVE EDUCATION.

OHIO STATE UNIV., COLUMBUS. DIV. OF DISTRIBUTIVE EDUCATION
OHIO STATE DEPT. OF EDUCATION, COLUMBUS. DISTRIBUTIVE EDUCATION MATERIALS LAB.
PUB DATE - ND 17P.

DESCRIPTORS - *BIBLIOGRAPHIES; *DISTRIBUTIVE EDUCATION; *REFERENCE MATERIALS; BUSINESS EDUCATION; BUSINESS SUBJECTS; *TEXTBOOKS; *SUPPLEMENTARY TEXTBOOKS; COMMUNICATION (THOUGHT TRANSFER); ECONOMICS; SALESMANSHIP; MARKETING; MERCHANDISING; MANAGEMENT; DATA PROCESSING; PERSONNEL

ABSTRACT - PREPARED BY THE DIVISION OF DISTRIBUTIVE EDUCATION OF THE OHIO STATE UNIVERSITY, THIS BIBLIOGRAPHY PROVIDES DISTRIBUTIVE EDUCATION REFERENCE MATERIAL FOR BOTH STUDENTS AND TEACHERS, DESIGNATING THE INTENDED USER FOR EACH REFERENCE LISTED. REFERENCES ARE ARRANGED ALPHABETICALLY BY AUTHOR OR TITLE UNDER EACH OF THE FOLLOWING TOPICS: (1) BUSINESS COMMUNICATIONS, (2) BUSINESS LAW, (3) ECONOMICS, (4) FINANCE AND ELECTRONIC DATA PROCESSING, (5) GENERAL MARKETING TEXTS, (6) HISTORIES OF BUSINESS, (7) INSURANCE, (8) INTRODUCTION TO BUSINESS, (9) MANAGEMENT, (10) MERCHANDISING INFORMATION, (11) PERSONAL DEVELOPMENT, (12) PERSONNEL, (13) SALESMANSHIP, AND (14) SALES PROMOTION. THE 250 REFERENCES RANGE IN DATE FROM 1940 TO 1964. (AW)

VT 009 599
PLAYER'S INSTRUCTION MANUAL FOR SIMULATION OF RESTAURANT MANAGEMENT DECISIONS.

MICHIGAN STATE UNIVERSITY, EAST LANSING. SCHOOL OF HOTEL, RESTAURANT AND INSTITUTIONAL MANAGEMENT
PUB DATE - 68 16P.

DESCRIPTORS - *SIMULATION; SIMULATED ENVIRONMENT; *MANAGEMENT GAMES; *GAME THEORY; *DECISION MAKING; SIMULATORS; TEACHING TECHNIQUES; MANUALS; *BUSINESS EDUCATION; INSTRUCTIONAL MATERIALS; POST SECONDARY EDUCATION
IDENTIFIERS - *RESTAURANT MANAGEMENT

ABSTRACT - THIS MANUAL IS FOR USE IN A CLASS OR SEMINAR COMPRISED OF COLLEGE SENIORS WITH AN OCCUPATIONAL FOCUS OF RESTAURANT MANAGEMENT AS AN EXERCISE IN DECISION-MAKING UNDER THE STRESS OF COMPETITIVE BUSINESS SITUATIONS. DEVELOPED BY A GRADUATE STUDENT AND INSTRUCTOR AND TESTED IN A SENIOR COLLEGE CLASS, THE MATERIAL PRESENTED SIMULATES SITUATIONS ENCOUNTERED IN RESTAURANT MANAGEMENT AND EMPLOYS THE TECHNIQUES OF THE "GAME THEORY" IN STUDYING THE PROBLEMS OF DECISION MAKING. THE GAME MODEL USED IS BASED UPON RESEARCH STATISTICS AND A DIGITAL COMPUTER WAS USED TO FACILITATE THE CALCULATIONS NEEDED TO SUPPLY THE PLAYERS WITH THE INFORMATION NECESSARY TO ENACT THE GAME. THE NATURE OF THE GAME SITUATION IS EXPLAINED BRIEFLY, WITH THE POSSIBLE DECISIONS TO BE MADE (SUCH AS RESTAURANT OPENING AND CLOSING TIME AND MENU OFFERINGS) LISTED. THE GAME IS TO BE PLAYED BY TEAMS, SUPPLIED WITH THE NECESSARY INFORMATION, WHO WILL ATTEMPT TO FORMULATE GOALS AND MANIPULATE THE VARIABLES GIVEN IN ORDER TO ACHIEVE A SATISFACTORY PAYOFF-PROFIT AND RETURN IN INVESTMENT. A SAMPLE DECISION-MAKING FORM, BALANCE SHEET, PROFIT AND LOSS STATEMENT, AND MENU ANALYSIS ARE INCLUDED. THE INSTRUCTOR CONDUCTING THE GAME SITUATION SHOULD BE FAMILIAR WITH RESTAURANT MANAGEMENT. (AW)

VT 009 852
FASHION MERCHANDISING; A SUGGESTED ADULT DISTRIBUTIVE EDUCATION COURSE OUTLINE.

NEW YORK STATE EDUCATION DEPT., ALBANY. BUREAU OF CONTINUING EDUCATION CURRICULUM DEVELOPMENT
PUB DATE - 69 64P.

DESCRIPTORS - *TEACHING GUIDES; *CURRICULUM GUIDES; *DISTRIBUTIVE EDUCATION; *MERCHANDISING; ADULT VOCATIONAL EDUCATION
IDENTIFIERS - *FASHION

ABSTRACT - FOR TEACHER USE IN PLANNING AND IMPLEMENTING COURSES IN FASHION MERCHANDISING FOR ADULT DISTRIBUTIVE EDUCATION CLASSES, THE OUTLINE IS DIVIDED INTO SEVEN LESSONS, BUT MAY BE MODIFIED AND ADAPTED TO FIT LOCAL NEEDS. TOPICS COVERED ARE: (1) WHAT IS FASHION? (2) THE "WHY" OF FASHION, (3) HOW TO SELL FASHION, (4) COLOR, (5) DESIGN, (6) TEXTILES, AND (7) OTHER ASPECTS OF FASHION MERCHANDISING. EACH LESSON INCLUDES CONTENT AND QUESTIONS FOR REVIEW AND DISCUSSION, AND SEVERAL PROVIDE SUGGESTED ACTIVITIES AND SPECIAL PROJECTS. APPENDIXES INCLUDE A LISTING OF MANMADE FIBERS, WITH GENERIC AND TRADE NAMES, CHARACTERISTICS, AND USES, FASHION SIZES AND THEIR CHARACTERISTICS, AND DRAWINGS OF DETAILS OF FASHION SUITABLE FOR REPRODUCTION AS INSTRUCTIONAL AIDS. A BIBLIOGRAPHY IS PROVIDED. (AW)

VT 009 877
COLOR WHEEL (TRANSPARENCY MASTERS).

CLEMSON UNIV., S.C. VOCATIONAL EDUCATION MEDIA CENTER
SOUTH CAROLINA STATE DEPT. OF EDUCATION, COLUMBIA. OFFICE OF VOCATIONAL EDUCATION
DISTRIBUTIVE EDUCATION SECTION, STATE DEPARTMENT OF EDUCATION, COLUMBIA, SOUTH CAROLINA 29201 (LIMIT: ONE PER STATE SUPERVISOR OF DISTRIBUTIVE EDUCATION).
PUB DATE - 69 4P.

DESCRIPTORS - *TRANSPARENCIES; *DISTRIBUTIVE EDUCATION; MERCHANDISING; *COLOR PLANNING; *COLOR PRESENTATION; *COLOR; INSTRUCTIONAL AIDS; SECONDARY GRADES; EXHIBITS; DISPLAY PANELS

ABSTRACT - INSTRUCTIONAL AIDS PRODUCED FROM THESE THREE TRANSPARENCY MASTERS MAY BE USED BY DISTRIBUTIVE EDUCATION TEACHERS IN HIGH SCHOOL CLASSES STUDYING PRINCIPLES OF DISPLAY. PREPARED BY A TEACHER COMMITTEE, THE TRANSPARENCIES ILLUSTRATE THE PRIMARY, SECONDARY, AND TERTIARY COLORS. (AW)

VT 009 879
ORIENTATION TO AND PLANNING FOR THE SUPERVISED OCCUPATIONAL EXPERIENCE PROGRAM (TRANSPARENCY MASTERS).

CLEMSON UNIV., S.C. VOCATIONAL EDUCATIONAL MEDIA CENTER
SOUTH CAROLINA STATE DEPT. OF EDUCATION, COLUMBIA. OFFICE OF VOCATIONAL EDUCATION
DISTRIBUTIVE EDUCATION SECTION, STATE DEPARTMENT OF EDUCATION, COLUMBIA, SOUTH CAROLINA 29201 (LIMIT: ONE PER STATE SUPERVISOR OF DISTRIBUTIVE EDUCATION).
PUB DATE - 69 11P.

DESCRIPTORS - *TRANSPARENCIES; *DISTRIBUTIVE EDUCATION; *FIELD EXPERIENCE PROGRAMS; SECONDARY GRADES; INSTRUCTIONAL AIDS; POST SECONDARY EDUCATION

ABSTRACT - INSTRUCTIONAL AIDS PRODUCED FROM THESE EIGHT TRANSPARENCY MASTERS MAY BE USED BY DISTRIBUTIVE EDUCATION TEACHERS TO ORIENT HIGH SCHOOL OR AREA VOCATIONAL CENTER STUDENTS TO SUPERVISED OCCUPATIONAL EXPERIENCE PROGRAMS. THE MATERIALS, DEVELOPED BY A TEACHER COMMITTEE, INCLUDE THE FOLLOWING TITLES: (1) WHAT IS A SUPERVISED EXPERIENCE PROGRAM, (2) SUPERVISED OCCUPATIONAL EXPERIENCE PROGRAM, (3) THE TRIANGLE OF THE SUPERVISED OCCUPATIONAL EXPERIENCE PROGRAM, (4) WHAT DOES PERSONALITY INCLUDE, (5) SELF ANALYSIS QUESTIONS, (6) VALUES OF A SUPERVISED OCCUPATIONAL EXPERIENCE PROGRAM (TWO MASTERS), AND (7) STUDENT RESPONSIBILITIES. (AW)

VT 009 880
SALESMANSHIP (TRANSPARENCY MASTERS).

CLEMSON UNIV., S.C. VOCATIONAL EDUCATION MEDIA CENTER
SOUTH CAROLINA STATE DEPT. OF EDUCATION, COLUMBIA. OFFICE OF VOCATIONAL EDUCATION
DISTRIBUTIVE EDUCATION SECTION, STATE DEPARTMENT OF EDUCATION, COLUMBIA, SOUTH CAROLINA 29201 (LIMIT: ONE PER STATE SUPERVISOR).
PUB DATE - 69 26P.

DESCRIPTORS - *TRANSPARENCIES; *DISTRIBUTIVE EDUCATION; *SALESMANSHIP; *SALES OCCUPATIONS; *SALES WORKERS; SECONDARY GRADES; INSTRUCTIONAL AIDS

ABSTRACT - DISTRIBUTIVE EDUCATION TEACHERS MAY USE INSTRUCTIONAL AIDS PRODUCED FROM THESE 22 TEACHER-DEVELOPED TRANSPARENCY MASTERS IN TEACHING SALESMANSHIP TO HIGH SCHOOL DISTRIBUTIVE EDUCATION STUDENTS. TITLES OF TRANSPARENCIES INCLUDE: (1) A SALESMAN (THREE MASTERS), (2) DEVELOPING PROPER ATTITUDES, (3) THE PROPER APPROACH--GREETING THE CUSTOMER (TWO MASTERS), (4) THREE GENERAL CUSTOMER GROUPS (FOUR MASTERS, (5) PSYCHOLOGICAL STEPS IN SELLING, (6) FIVE BASIC BUYING DECISIONS, (7) OVERCOMING A CUSTOMER'S RESISTANCE TO PURCHASE (THREE MASTERS), (8) DECISION TO BUY FOLLOWS THESE CONDITIONS, AND (9) POSSIBLE REASONS FOR FAILURE TO CLOSE A SALE (SIX MASTERS). (AW)

VT 009 897
DISTRIBUTIVE EDUCATION IA SUGGESTED TEACHING CALENDAR.

CLEMSON UNIV., S.C. VOCATIONAL EDUCATION MEDIA CENTER
SOUTH CAROLINA STATE DEPT. OF EDUCATION, COLUMBIA. DISTRIBUTIVE EDUCATION SECTION
DISTRIBUTIVE EDUCATION SECTION, STATE DEPARTMENT OF EDUCATION, COLUMBIA, SOUTH CAROLINA 29201 (LIMIT: ONE PER STATE SUPERVISOR OF DISTRIBUTIVE EDUCATION).
PUB DATE - 69 21P.

DESCRIPTORS - *TEACHING GUIDES; *CURRICULUM GUIDES; *DISTRIBUTIVE EDUCATION; *LESSON PLANS; SECONDARY GRADES
IDENTIFIERS - *TEACHING CALENDARS

ABSTRACT - THIS TEACHER-DEVELOPED SUGGESTED CALENDAR IS FOR TEACHER USE IN PLANNING AND PRESENTING HIGH SCHOOL DISTRIBUTIVE EDUCATION COURSES. THE CALENDAR IS SET UP IN OUTLINE FORM, LISTING UNIT TOPICS AND SUBTOPICS, SUGGESTED INCLUSIVE DATES FOR COVERING THE TOPICS, METHODS OF TEACHING, TEACHING AIDS, APPLICATIONS, AND GENERAL COMMENTS. TOPICS COVERED ARE: (1) SELF-APPRAISAL AS A STEP TOWARD THE WORLD OF WORK, (2) DEVELOPMENT OF PERSONAL CHARACTERISTICS FOR EMPLOYABILITY, (3) THE CUSTOMER'S VIEWPOINT IN SELLING, (4) IMPORTANCE OF DISTRIBUTIVE IN AMERICA, (5) KINDS OF EMPLOYMENT IN DISTRIBUTION, (6) EDUCATION FOR DISTRIBUTION, (7) THE ORGANIZATION OF DISTRIBUTIVE BUSINESS, (8) SALES PROMOTION IN DISTRIBUTION, (9) MATHEMATICS FOR DISTRIBUTION, AND (10) SECURING EMPLOYMENT IN DISTRIBUTION. THE CALENDAR COVERS ONE SCHOOL YEAR. (AW)

VT 009 941
DISTRIBUTIVE EDUCATION II; SUGGESTED TEACHING CALENDAR, SOUTH CAROLINA.

CLEMSON UNIV., S.C. VOCATIONAL EDUCATION MEDIA CENTER
SOUTH CAROLINA STATE DEPT. OF EDUCATION, COLUMBIA. DISTRIBUTIVE EDUCATION SECTION
DISTRIBUTIVE EDUCATION SECTION, STATE DEPARTMENT OF EDUCATION, COLUMBIA, SOUTH CAROLINA 29201 (LIMIT: ONE PER STATE SUPERVISOR OF DISTRIBUTIVE EDUCATION).
PUB DATE - 69 22P.

DESCRIPTORS - *SCHOOL CALENDARS; *CURRICULUM GUIDES; *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; SECONDARY GRADES; RETAILING; MERCHANDISING; MARKETING; SALESMANSHIP; PUBLIC RELATIONS; ECONOMICS; CREDIT (FINANCE)

ABSTRACT - DEVELOPED AND TESTED BY A TEACHER COMMITTEE, THIS PROPOSED CALENDAR COVERING 1 SCHOOL YEAR IS FOR TEACHER USE IN PLANNING AND IMPLEMENTING HIGH SCHOOL DISTRIBUTIVE EDUCATION COURSES. THE CALENDAR IS SET UP IN OUTLINE FORM, AND INCLUDES: (1) THE UNIT OF RESOURCE, (2) TOPIC OR SUB-TOPIC, (3) SUGGESTED INCLUSIVE DATES FOR COVERING THE MATERIAL, (4) TEACHING METHODS, (5) AIDS, (6) APPLICATIONS, AND (7) COMMENTS. SOME OF THE 30 UNITS COVERED ARE: (1) THE CHALLENGE IN SELLING, (2) ADVANCED SELLING TECHNIQUES, (3) SALES PROMOTION, (4) ADVERTISING, (5) DISPLAY, (6) PUBLIC RELATIONS, (7) RETAIL

CREDIT PRINCIPLES AND PROCEDURES, (8) MERCHANDISING POLICIES, (9) BASIC ECONOMIC PRINCIPLES, (10) ROLE OF MARKETING IN OUR ECONOMY, (11) SELECTING CHANNELS OF DISTRIBUTION, (12) MARKETING RESEARCH, AND (13) CAREER OPPORTUNITIES IN AMERICAN MARKETING. (AW)

VT 009 951
CHANNELS OF DISTRIBUTION (TRANSPARENCY MASTERS).

CLEMSON UNIV., S.C. VOCATIONAL EDUCATION MEDIA CENTER
SOUTH CAROLINA STATE DEPT. OF EDUCATION, COLUMBIA. OFFICE OF VOCATIONAL EDUCATION DISTRIBUTIVE EDUCATION SECTION, STATE DEPARTMENT OF EDUCATION, COLUMBIA, SOUTH CAROLINA 29201 (LIMIT: ONE PER STATE SUPERVISOR OF DISTRIBUTIVE EDUCATION).
PUB DATE - 69 18P.

DESCRIPTORS - *TRANSPARENCIES; *DISTRIBUTIVE EDUCATION; *MARKETING; *RETAILING; INSTRUCTIONAL AIDS; SECONDARY GRADES

ABSTRACT - DISTRIBUTIVE EDUCATION TEACHERS MAY USE INSTRUCTIONAL AIDS PRODUCED FROM THESE 14 TRANSPARENCY MASTERS IN TEACHING PRINCIPLES OF DISTRIBUTION IN HIGH SCHOOLS OR AREA VOCATIONAL CENTERS. THE MATERIALS, DEVELOPED BY A TEACHER COMMITTEE, INCLUDES SUCH TITLES AS: (1) MARKETING, (2) CHANNELS OF DISTRIBUTION, (3) U.S. INDUSTRY, 1800-PRESENT, (4) FUNCTIONS OF MARKETING, (5) BUYING, (6) SELLING, (7) FINANCE, (8) MARKET RISK, (9) MARKET RESEARCH, AND (10) SERVICE RETAILING. (AW)

VT 009 952
BUSINESS LOCATIONS (TRANSPARENCY MASTERS).

CLEMSON UNIV., S.C. VOCATIONAL EDUCATION MEDIA CENTER
SOUTH CAROLINA STATE DEPT. OF EDUCATION, COLUMBIA. OFFICE OF VOCATIONAL EDUCATION DISTRIBUTIVE EDUCATION SECTION, STATE DEPARTMENT OF EDUCATION, COLUMBIA, SOUTH CAROLINA 29201 (LIMIT: ONE PER STATE SUPERVISOR OF DISTRIBUTIVE EDUCATION).
PUB DATE - 69 14P.

DESCRIPTORS - *TRANSPARENCIES; *DISTRIBUTIVE EDUCATION; *SITE SELECTION; *MARKETING; *BUSINESS EDUCATION; INSTRUCTIONAL AIDS; SECONDARY SCHOOLS

ABSTRACT - INSTRUCTIONAL AIDS PRODUCED FROM THESE 10 TRANSPARENCY MASTERS MAY BE USED BY DISTRIBUTIVE EDUCATION TEACHERS IN CLASSES STUDYING BUSINESS LOCATIONS. DEVELOPED BY A TEACHER COMMITTEE FOR USE IN SECONDARY SCHOOLS AND AREA VOCATIONAL CENTERS, THE MATERIAL INCLUDES THE FOLLOWING TITLES: (1) BUSINESS LOCATION, (2) SELECTING A SITE, (3) SUBURBAN LOCATION, (4) WAYSIDE LOCATION, (5) SHOPPING CENTER, (6) CENTRAL SHOPPING DISTRICT, (7) NEIGHBORHOOD SHOPPING AREA, (8) LOCATION PROBLEMS: AFFINITIES, (9) BUILDING FRONTS, AND (10) STORE INTERIORS. (AW)

VT 009 953
WHOLESALING (TRANSPARENCY MASTERS).

CLEMSON UNIV., S.C. VOCATIONAL EDUCATION MEDIA CENTER
SOUTH CAROLINA STATE DEPT. OF EDUCATION, COLUMBIA. OFFICE OF VOCATIONAL EDUCATION DISTRIBUTIVE EDUCATION SECTION, STATE DEPARTMENT OF EDUCATION, COLUMBIA, SOUTH CAROLINA 29201 (LIMIT: ONE PER STATE SUPERVISOR OF DISTRIBUTIVE EDUCATION).
PUB DATE - 69 16P.

DESCRIPTORS - *TRANSPARENCIES; *DISTRIBUTIVE EDUCATION; INSTRUCTIONAL AIDS; SECONDARY SCHOOLS; *WHOLESALING; *RETAILING

ABSTRACT - INSTRUCTIONAL AIDS PRODUCED FROM THESE 12 TRANSPARENCY MASTERS MAY BE USED BY DISTRIBUTIVE EDUCATION TEACHERS IN PRESENTING COURSES IN WHOLESALING IN SECONDARY SCHOOLS AND AREA VOCATIONAL CENTERS. THE MATERIAL, PREPARED BY A TEACHER COMMITTEE, INCLUDES THE FOLLOWING TITLES: (1) RETAIL-WHOLESALE, (2) TYPES OF WHOLESALERS, (3) RETAIL OWNED-RETAIL AFFILIATED, (4) WHOLESALE AUTO PARTS, (5) WHICH WAY IS BEST, (6) THE WHOLESALER OFFERS THE RETAILER, (7) HOW IMPORTANT IS THE WHOLESALER, (8) WHOLESALE SERVICES, (9) THE WHOLESALE SALESMAN IS A CONSULTANT, (10) THE WHOLESALE PIPELINE, AND (11) COMPENSATION OF SALESMEN (TWO MASTERS). (AW)

VT 009 991
INDEX OF SUPER MARKET ARTICLES 1968.

SUPER MARKET INST., CHICAGO, ILL.
SUPER MARKET INSTITUTE, 200 EAST ONTARIO STREET, CHICAGO, ILLINOIS 60611 ($3.00).
PUB DATE - 69 54P.

DESCRIPTORS - *ANNUAL REPORTS; *INDEXES (LOCATERS); *CATALOGS; ANNOTATED BIBLIOGRAPHIES; PERIODICALS; DISTRIBUTIVE EDUCATION; REFERENCE MATERIALS; *FOOD SERVICE INDUSTRY; *FOOD STORES

ABSTRACT - THIS INDEX IS ONE OF A CONTINUING SERIES OF ANNUAL REPORTS PREPARED BY THE SUPER MARKET INSTITUTE'S INFORMATION SERVICE, CATALOGING SELECTED ARTICLES ABOUT SUPER MARKET OPERATIONS AND THE FOOD DISTRIBUTION INDUSTRY. DESIGNED TO PROVIDE THE RESEARCHER WITH A BASIC GUIDE TO RECENTLY PUBLISHED REPORTS ABOUT SUPERMARKET OPERATION, IT INDEXES 540 SINGLE ARTICLES AND SERIES OF ARTICLES PUBLISHED IN 1968 IN 27 PERIODICALS, INCLUDING FOOD RETAILING, GENERAL BUSINESS AND MARKETING, AND THE SUPER MARKET INSTITUTE'S OWN PUBLICATIONS. ARTICLES HAVE BEEN GROUPED UNDER 72 MAJOR SUBJECT CATEGORIES, AND ARE ARRANGED WITHIN EACH CATEGORY IN REVERSE CHRONOLIGICAL ORDER, THE MOST RECENTLY PUBLISHED ARTICLE MENTIONED FIRST. REFERENCES SUPPLY TITLE, SOURCE PUBLICATION, PUBLICATION DATE, AND PAGE NUMBER, AND AUTHORS AND THEIR AFFILIATES IF INDICATED, AS WELL AS BRIEF ANNOTATIONS. AN EXTENSIVE CROSS REFERENCE INDEX IS ALSO PROVIDED. (AW)

VT 010 056
CUSTOMER COURTESY.

SCIENTIFIC RESOURCES, INC., UNION, N.J.
SUPERMARKET INSTITUTE, 200 EAST ONTARIO STREET, CHICAGO, ILLINOIS 60611 ($4.00).
PUB DATE - 67 43P.

DESCRIPTORS - *PROGRAMED TEXTS; *PROGRAMED INSTRUCTION; *DISTRIBUTIVE EDUCATION; *SALESMANSHIP; *SALES WORKERS

ABSTRACT - THIS PROGRAMED TEST IS FOR USE IN TRAINING SUPERMARKET EMPLOYEES IN THE PRINCIPLES OF CUSTOMER RELATIONS. CONTENTS ARE DIVIDED INTO THREE SECTIONS: (1) THE IMPORTANCE OF GOOD CUSTOMER RELATIONS, WHICH INCLUDES THE FIRST 25 FRAMES, (2) HOW TO SHOW COURTESY, INCLUDING FRAMES 26-45, AND (3) USING COURTESY IN DIFFICULT SITUATIONS, FRAMES 46-68. THE TEXT IS ILLUSTRATED WITH NUMEROUS DRAWINGS. (AW)

VT 010 069
MONEY MANAGEMENT AND BANKS; A SUGGESTED ADULT DISTRIBUTIVE EDUCATION COURSE OUTLINE. BULLETIN NO. 168.

NEW YORK STATE EDUCATION DEPT., ALBANY. BUREAU OF CONTINUING EDUCATION CURRICULUM DEVELOPMENT
PUBLICATIONS DISTRIBUTION UNIT, NEW YORK STATE EDUCATION DEPARTMENT, EDUCATION BUILDING, ALBANY, NEW YORK 12224 (SINGLE COPIES, $.50).
PUB DATE - 66 60P.

DESCRIPTORS - *CURRICULUM GUIDES; *DISTRIBUTIVE EDUCATION; *BANKING; *FINANCE OCCUPATIONS; *MONEY MANAGEMENT; ADULT VOCATIONAL EDUCATION; CREDIT (FINANCE); INVESTMENT; CAPITAL

ABSTRACT - DESIGNED BY SUBJECT-MATTER SPECIALISTS, TEACHERS, AND EDUCATION DEPARTMENT PERSONNEL, THIS COURSE OUTLINE IS FOR USE BY DISTRIBUTIVE EDUCATION TEACHERS IN PLANNING COURSES AND LESSONS FOR ADULT EDUCATION PROGRAMS. THE COURSE IS INTENDED TO AID STUDENTS IN DEVELOPING A BETTER UNDERSTANDING OF THE EFFECTIVE USE OF MONEY, CREDIT, AND BANKING SERVICES, AND TO PROVIDE BACKGROUND KNOWLEDGE AND INFORMATION CONSIDERED DESIRABLE FOR A BEGINNING BANK EMPLOYEE. THE 22-HOUR COURSE COVERS 11 CHAPTERS: (1) THE ROLE OF MONEY, (2) MONEY AND CREDIT DEFINED, (3) CAPITAL, (4) THE FAMILY BUDGET, (5) INFLATION AND YOU, (6) UNITED STATES BANKING SYSTEM, (7) CHECKING AND SAVINGS ACCOUNTS, (8) WORKING WITH YOUR BANK, (9) MAKING YOUR BANK WORK FOR YOU, (10) USE OF BANK CREDIT, AND (11) YOUR INVESTMENT PROGRAM. A BIBLIOGRAPHY, TIPS FOR INSTRUCTORS, AND POINTERS FOR DISCUSSION LEADERS ARE APPENDED. THE COURSE SHOULD BE TAUGHT BY A MIDDLE-MANAGEMENT BANK EXECUTIVE OR COLLEGE BUSINESS OR ECONOMICS TEACHER, AND STUDENTS SHOULD HAVE AN OCCUPATIONAL FOCUS OF LOWER OR MIDDLE MANAGEMENT LEVELS OF BUSINESS. SUPPLEMENTAL MATERIALS ARE DESIRABLE WHEN PRESENTING THE SUBJECT. (AW)

VT 010 077
PROGRAMED INSTRUCTION: DISTRIBUTIVE AND OFFICE EDUCATION.

CALIFORNIA UNIV., LOS ANGELES. DIV. OF VOCATIONAL EDUCATION
BUREAU OF BUSINESS EDUCATION, CALIFORNIA STATE DEPARTMENT OF EDUCATION, 721 CAPITOL MALL, SACRAMENTO, CALIFORNIA 95814.
PUB DATE - OCT69 59P.

DESCRIPTORS - *BUSINESS EDUCATION; *DISTRIBUTIVE EDUCATION; *RESOURCE MATERIALS; TEACHING TECHNIQUES; *PROGRAMED INSTRUCTION; *ANNOTATED BIBLIOGRAPHIES; SECONDARY GRADES; COMMUNITY COLLEGES; ADULT EDUCATION

ABSTRACT - DEVELOPED COOPERATIVELY BY A UNIVERSITY VOCATIONAL EDUCATION DIVISION AND A STATE BUREAU OF BUSINESS EDUCATION, PROGRAMED INSTRUCTION IN DISTRIBUTIVE AND OFFICE EDUCATION IS THE EMPHASIS OF THIS RESOURCE MATERIAL. TOPICS ARE: (1) AN OVERVIEW OF PROGRAMED INSTRUCTION, (2) INFLUENCES OF PROGRAMED INSTRUCTION PROCEDURES, (3) SUGGESTED PROCEDURE FOR USING PROGRAMED INSTRUCTION, AND (4) AN ANNOTATED BIBLIOGRAPHY OF PROGRAMED INSTRUCTIONAL MATERIALS. PROGRAMED TEXTS AND UNITS WITH PUBLICATION DATES FROM 1962-1969 ARE ANNOTATED ACCORDING TO THESE INSTRUCTIONAL AREAS: (1) ACCOUNTING AND BOOKKEEPING; (2) BUSINESS ORGANIZATION AND MANAGEMENT, (3) COMMUNICATION SKILLS, (4) COMPUTATIONAL SKILLS, (5) ECONOMICS, (6) MARKETING AND MERCHANDISING, (7) OCCUPATIONAL GUIDANCE, AND (8) OFFICE OCCUPATIONS COMPETENCIES. THE MATERIALS, INTENDED FOR USE AT SECONDARY, COMMUNITY COLLEGE, AND ADULT EDUCATION LEVELS, INCLUDE SOURCE ADDRESSES. (SB)

VT 010 198
TRAINING FOOD SERVICE PERSONNEL FOR THE HOSPITALITY INDUSTRY.

NATIONAL RESTAURANT ASSOCIATION, CHICAGO, ILL.
OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C. DIV. OF VOCATIONAL AND TECHNICAL EDUCATION
OE-82018
SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C. 20402 (FS5.282:82018, $.65).
PUB DATE - 69 152P.

DESCRIPTORS - *FOOD SERVICE INDUSTRY; *SALES WORKERS; *DISTRIBUTIVE EDUCATION; *TEACHING GUIDES; OCCUPATIONAL HOME ECONOMICS; RESOURCE MATERIALS; OCCUPATIONAL INFORMATION; FOOD SERVICE OCCUPATIONS

ABSTRACT - A COOPERATIVE EFFORT OF THE NATIONAL RESTAURANT ASSOCIATION AND THE DIVISION OF VOCATIONAL AND TECHNICAL EDUCATION OF THE UNITED STATES OFFICE OF EDUCATION RESULTED IN THIS GUIDE, INTENDED TO PROVIDE VOCATIONAL EDUCATORS, AS WELL AS INDUSTRY MANAGEMENT, WITH AN APPROPRIATE AID FOR TRAINING FOOD SERVICE PERSONNEL. SECTIONS INCLUDE: (1) THE FOOD SERVICE INDUSTRY (SCOPE, SIZE, PRODUCTIVITY, TRENDS, TYPES OF UNITS, AND CAREER OPPORTUNITIES), (2) FUNCTIONS OF A FOOD SERVICE OPERATION, (3) SALESPERSON'S ROLE IN MEETING OBJECTIVES, (4) QUALIFICATIONS FOR SUCCESSFUL SALES WORK, (5) OPPORTUNITIES IN SALES WORK, (6) WORK IN A SERVICE UNIT, (7) WORK IN A SELF-SERVICE

UNIT, AND (8) SUMMARY OF RESPONSIBILITIES. TEACHING SUGGESTIONS ARE PRESENTED AT THE END OF EACH SECTION AND A FINAL SECTION DISCUSSES TRAINING METHODS AND AIDS. (AW)

VT 010 242
MID-MANAGEMENT TEACHING INNOVATIONS AND PROJECTS.

EASTERN WASHINGTON STATE COLL., CHENEY
WASHINGTON RESEARCH COORDINATING UNIT FOR VOCATIONAL EDUCATION, OLYMPIA
EASTERN WASHINGTON STATE COLLEGE, DIVISION OF BUSINESS AND INDUSTRY, CHENEY, WASHINGTON 99004 ($1.50).
PUB DATE - 1AUG69 48P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *TEACHING METHODS; *MANAGEMENT EDUCATION; SEMINARS; OCCUPATIONAL GUIDANCE; RATING SCALES; SALESMANSHIP
IDENTIFIERS - PROGRAM EVALUATION AND REVIEW TECHNIQUE; PERT

ABSTRACT - THIS MANUAL IS A COLLECTION OF 16 PRESENTATIONS OF TEACHING INNOVATIONS, PROJECTS, AND LEARNING PACKAGES BY WASHINGTON STATE DISTRIBUTIVE EDUCATION TEACHER-COORDINATORS. SAMPLE TITLES OF PRESENTATIONS ARE: (1) "DEVELOPING A COLLEGE BOOKSTORE THROUGH STUDENT PARTICIPATION," (2) "SALES PRESENTATION RATING SHEET," (3) "USING PROGRAM EVALUATION AND REVIEW TECHNIQUE (PERT) IN GUIDANCE AND COUNSELING," (4) "DEVELOPING PROPER SELLING ATTITUDES THROUGH SHORT QUIZZES," AND (5) "UTILIZATION OF INSTRUCTIONAL EQUIPMENT TEACHING IN THEROUND." (JK)

VT 010 254
DISTRIBUTIVE EDUCATION TEACHING INNOVATIONS AND PROJECTS.

EASTERN WASHINGTON STATE COLL., CHENEY
WASHINGTON RESEARCH COORDINATING UNIT FOR VOCATIONAL EDUCATION, OLYMPIA
EASTERN WASHINGTON STATE COLLEGE, DIVISION OF BUSINESS AND INDUSTRY, CHENEY, WASHINGTON 99004 ($1.50).
PUB DATE - 1AUG69 175P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *TEACHING METHODS; *PROJECT TRAINING METHODS; EDUCATIONAL INNOVATION; *INSTRUCTIONAL MATERIALS; *TEACHING GUIDES

ABSTRACT - USING THE PROJECT TRAINING METHOD, TEACHER COORDINATORS AND STUDENTS DEVELOPED 47 MODULES OR PROJECT LEARNING PACKAGES FOR USE BY DISTRIBUTIVE EDUCATION TEACHER-COORDINATORS. THE MODULES INCLUDE PURPOSES OR OBJECTIVES, BACKGROUND INFORMATION, TEACHER ACTIVITIES, STUDENT ACTIVITIES, PROJECT CONTENT, AND FORMS OR ILLUSTRATIONS WHERE APPROPRIATE. THE TEACHING TIME PER MODULE VARIES ACCORDING TO SCOPE AND SUBJECT-MATTER CONTENT. THIS PUBLICATION IS A COMPILATION OF WHAT TEACHER-COORDINATORS CONSIDER SUCCESSFUL TEACHER TECHNIQUES, AND IS INTENDED TO PROVIDE IDEAS FOR DEVELOPING ONE'S OWN LEARNING PACKAGE. (CH)

VT 010 256
RUSSELL, KENNETH LEE
THE HOW IN PARLIAMENTARY PROCEDURE.

DISTRIBUTIVE EDUCATION CLUBS OF AMERICA
THE INTERSTATE PRINTERS AND PUBLISHERS, INC., 19-27 NORTH JACKSON STREET, DANVILLE, ILLINOIS 61832.
PUB DATE - 67 65P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *STUDENT ORGANIZATIONS; *CLASSROOM MATERIALS; *COCURRICULAR ACTIVITIES; *MANUALS
IDENTIFIERS - *PARLIAMENTARY PROCEDURES

ABSTRACT - THIS HANDBOOK WAS PREPARED BY A PROFESSOR OF EDUCATION FOR THOSE WHO PARTICIPATE IN GROUP MEETINGS. IT IS USEFUL BOTH TO HIGH SCHOOL GROUPS SUCH AS STUDENT COUNCILS AND TO ADULT CIVIC GROUPS. TOPICS DISCUSSED INCLUDE (1) RULE ENFORCEMENT, (2) MOTIONS, (3) ELECTIONS, (4) NEW BUSINESS, AND (5) REQUESTS. A STUDENT ASSIGNMENT BOOK BASED ON THIS MANUAL IS AVAILABLE AS VT 010 257 (ALSO IN THIS ISSUE). (JS)

VT 010 257
THE HOW IN PARLIAMENTARY PROCEDURE, STUDENT ASSIGNMENTS.

TEXAS UNIV., AUSTIN. INSTRUCTIONAL MATERIALS LAB.
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712.
PUB DATE - JUN69 29P.BASED ON "THE HOW IN PARLIAMENTARY PROCEDURE" BY KENNETH L. RUSSELL, THE INTERSTATE PRINTERS AND PUBLISHERS, INC., DANVILLE, ILLINOIS, 1967.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; MANUALS; *STUDENT PROJECTS; *WORKBOOKS; *STUDY GUIDES; SECONDARY SCHOOLS; *CLASSROOM MATERIALS
IDENTIFIERS - *PARLIAMENTARY PROCEDURES

ABSTRACT - THIS STUDENT MANUAL WAS PUBLISHED BY A UNIVERSITY MATERIALS LABORATORY TO TEACH DISTRIBUTIVE EDUCATION STUDENTS THE FUNDAMENTALS OF PARLIAMENTARY PROCEDURE. INCLUDED IN THE MANUAL ARE TWELVE ASSIGNMENTS, CORRESPONDING PROBLEMS AND PROJECTS, AND A GLOSSARY. THE ASSIGNMENTS COVER PROCEDURES SUCH AS (1) PRESIDING, (2) THE USE OF THE GAVEL, (3) ELECTIONS, (4) MOTIONS, AND (5) RECORDING MINUTES. MATERIAL IS BASED ON "THE HOW IN PARLIAMENTARY PROCEDURE," AVAILABLE AS VT 010 256 (ALSO IN THIS ISSUE). AN ANSWER BOOK IS AVAILABLE FROM THE SOURCE LISTED ABOVE. (JS)

VT 010 265
LUTER, ROBERT R., COMP.
MEN'S FURNISHINGS, A DISTRIBUTIVE EDUCATION MANUAL.

TEXAS UNIV., AUSTIN. INSTRUCTIONAL MATERIALS LAB.
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($5.00, ANSWER BOOK

$2.50).
PUB DATE - MAY69 163P.

DESCRIPTORS - *STUDY GUIDES; *DISTRIBUTIVE EDUCATION; MANUALS; *SALES OCCUPATIONS; *SALESMANSHIP; *SALES WORKERS; MERCHANDISING; ILLUSTRATIONS; ANSWER KEYS
IDENTIFIERS - *MENS FURNISHINGS

ABSTRACT - ONE OF A SERIES COMPRISING THE DALLAS, TEXAS, DISTRIBUTIVE EDUCATION SPECIFIC CURRICULUM, THIS MANUAL IS INTENDED PRIMARILY TO AID THE STUDENT-TRAINEE IN ACQUIRING MERCHANDISE AND PRODUCT KNOWLEDGE THAT WILL ASSIST HIM IN SELLING MEN'S FURNISHINGS. CONTENTS INCLUDE 24 TOPIC ASSIGNMENTS, EACH PROVIDING IMPORTANT INFORMATION ON THE TOPIC, QUESTIONS TO BE ANSWERED, AND SUGGESTED PROJECTS DESIGNED TO ALLOW THE TRAINEE TO APPLY HIS MERCHANDISE KNOWLEDGE TO HIS TRAINING STATION'S STOCK OF APPAREL. SOME REPRESENTATIVE EXAMPLES OF THE 24 TOPICS COVERED ARE (1) FURNISHINGS ARE FASHION, (2) CONSTRUCTION AND STYLE OF MEN'S DRESS SHIRTS, (3) NECKWEAR FABRICS, (4) MEN'S SLEEPWEAR AND ROBES, (5) HELPING THE CUSTOMER SELECT A HAT, (6) MEN'S SPORT SHIRTS, (7) GLOVES AS APPAREL ACCESSORIES, (8) MEN'S FASHION JEWELRY, AND (8) BELTS AND PERSONAL LEATHER GOODS. NUMEROUS PHOTOGRAPHS AND DRAWINGS ILLUSTRATE THE GUIDE, AND A BIBLIOGRAPHY IS PROVIDED. AN ANSWER BOOKLET KEYED TO THE ASSIGNMENT QUESTIONS MAY BE OBTAINED FOR $2.50 FROM THE SOURCE OF AVAILABILITY INDICATED FOR THIS DOCUMENT. (AW)

VT 010 333
SERVICE STATION SAFETY FOR YOUNG WORKERS.

BUREAU OF LABOR STANDARDS (DOL), WASHINGTON, D.C.
BUREAU OF LABOR STANDARDS, U.S. DEPARTMENT OF LABOR, WASHINGTON, D.C. 20210.
PUB DATE - 65 28P.

DESCRIPTORS - *MANUALS; *DISTRIBUTIVE EDUCATION; *SERVICE OCCUPATIONS; SEMISKILLED OCCUPATIONS; *SAFETY EDUCATION; COOPERATIVE EDUCATION; CLASSROOM MATERIALS; *WORK EXPERIENCE PROGRAMS
IDENTIFIERS - NATIONAL SAFETY COUNCIL

ABSTRACT - THIS HANDBOOK FOR YOUNG WORKERS WAS PREPARED IN CONSULTATION WITH REPRESENTATIVES OF THE PETROLEUM INDUSTRY AND THE NATIONAL SAFETY COUNCIL. IT IS A SUMMARY OF SAFE WORK HABITS FOR SERVICE STATION EMPLOYEES AND PRESENTS GENERAL INFORMATION AND SAFETY TIPS TO FOLLOW WHEN LUBRICATING A CAR, CHANGING A TIRE, OR CHECKING THE RADIATOR. (JS)

VT 010 336
RITCH, KELLY, COMP.
RECEIVING, CHECKING, AND MARKING, A DISTRIBUTIVE EDUCATION MANUAL.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($4.50, ANSWER BOOK $2.50).
PUB DATE - OCT69 78P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *TEACHING GUIDES; *RETAILING; *MERCHANDISING; SAFETY; JOB SKILLS; EMPLOYMENT OPPORTUNITIES

ABSTRACT - DEVELOPED BY A TEACHER-COORDINATOR AFTER SURVEYING ESTABLISHMENTS TO LEARN UP-TO-DATE TECHNIQUES, THIS TEACHERS MANUAL IS TO BE USED FOR STUDENT TRAINING IN RECEIVING, CHECKING, AND MARKING MERCHANDISE. SUBJECT MATTER, QUESTIONS, PROJECTS, GLOSSARY, AND BIBLIOGRAPHY ARE PROVIDED FOR ASSIGNMENTS IN THESE SECTIONS: (1) MODERN RECEIVING, (2) WHEN A SHIPMENT ARRIVES, (3) A SYSTEM OF SAFEGUARDS, (4) MARKING THE MERCHANDISE, (5) DISTRIBUTION, (6) CORRECTION DEPARTMENT, AND (7) EMPLOYMENT OUTLOOK. AN EARLIER EDITION OF THIS PUBLICATION IS AVAILABLE AS VT 000 171 (AIM SPRING 1968). AN ANSWER BOOK, "RECEIVING, CHECKING, AND MARKING, ANSWER BOOK" MAY BE OBTAINED FROM THE SOURCE OF AVAILABILITY INDICATED FOR THIS DOCUMENT. (SB)

VT 010 337
STOCKKEEPING; INDIVIDUAL ASSIGNMENTS. A DISTRIBUTIVE EDUCATION MANUAL.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($2.50, ANSWER BOOK $1.00).
PUB DATE - SEP69 138P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *STUDY GUIDES; *RETAILING; MERCHANDISING; WAREHOUSES; SAFETY; JOB SKILLS; SECONDARY SCHOOL STUDENTS; POST SECONDARY EDUCATION; ANSWER KEYS

ABSTRACT - INTENDED PRIMARILY FOR SECONDARY AND POSTSECONDARY DISTRIBUTIVE EDUCATION STUDENTS ASSIGNED THE DUTY OF STOCKKEEPING, THIS MANUAL WAS COMPILED AND REVISED BY THE DIRECTOR OF RESEARCH, DISTRIBUTIVE EDUCATION, AT THE UNIVERSITY OF TEXAS. INFORMATION, STUDY QUESTIONS, PROJECTS, AND A BIBLIOGRAPHY ARE PROVIDED FOR ASSIGNMENTS RELATING TO THESE TOPICS: (1) DISTRIBUTION ORGANIZATION, (2) MERCHANDISING AND BUYING, (3) RECEIVING, CHECKING, AND MARKING, (4) STOCK AND MERCHANDISE PLANNING AND CONTROL, (5) IMPORTANCE AND FUNCTIONS OF STOCKKEEPING, (6) PHYSICAL CHARACTERISTICS AND MERCHANDISE ARRANGEMENT OF THE STOCKROOM, (7) WAREHOUSING, (8) SAFETY AND PROTECTION OF MERCHANDISE, AND (9) STOCKKEEPING DUTIES. AN EARLIER EDITION OF THIS PUBLICATION IS AVAILABLE AS VT 000 141 (AIM SPRING 1968). AN ANSWER BOOK "STOCKKEEPING, ANSWER BOOK" MAY BE OBTAINED FROM THE SOURCE OF AVAILABILITY INDICATED FOR THIS DOCUMENT. (SB)

VT 010 391
AN OPERATIONS MANUAL FOR THE MODERN PRODUCE DEPARTMENT.

SUPER MARKET INST., INC., CHICAGO, ILL.
SUPER MARKET INSTITUTE, 200 EAST ONTARIO STREET, CHICAGO, ILLINOIS 60611 ($2.50).
PUB DATE - 62 94P.

DESCRIPTORS - *RESOURCE MATERIALS; *DISTRIBUTIVE EDUCATION; *FOOD STORES; *FOOD SERVICE INDUSTRY; *MERCHANDISING; RETAILING; GUIDES
IDENTIFIERS - *PRODUCE (FOOD PRODUCTS)

ABSTRACT - THE SUPER MARKET INSTITUTE DESIGNED THIS PUBLICATION TO AID SUPER MARKET OPERATORS IN MAINTAINING SUCCESSFUL PRODUCE DEPARTMENT OPERATIONS. FOLLOWING SUGGESTIONS FOR USING THE MANUAL, CONTENTS COVER THE FOLLOWING NINE SUBJECT AREAS: (1) STANDARDS OF OPERATING PERFORMANCE, (2) BUYING AND QUALITY CONTROL, (3) PRINCIPLES OF LOW-COST HANDLING, (4) LAYOUT AND EQUIPMENT, (5) BACKROOM PREPARATION, (6) MERCHANDISING, (7) PACKAGING, (8) MANAGING THE PRODUCE DEPARTMENT, AND (9) SUPERVISING PRODUCE OPERATIONS. THE MANUAL IS ILLUSTRATED WITH NUMEROUS LINE DRAWINGS, PHOTOGRAPHS, DIAGRAMS AND TABLES. (AW)

VT 010 399
YOUR GUIDE TO BETTER MEAT DEPARTMENT OPERATIONS.

SUPER MARKET INST., INC., CHICAGO, ILL.
SUPER MARKET INSTITUTE, 200 EAST ONTARIO STREET, CHICAGO, ILLINOIS 60611 ($2.50).
PUB DATE - 57 66P.

DESCRIPTORS - *RESOURCE MATERIALS; GUIDES; *DISTRIBUTIVE EDUCATION; *MEAT; *FOOD STORES; *FOOD SERVICE INDUSTRY; MERCHANDISING; RETAILING

ABSTRACT - TO AID SUPERMARKET OPERATORS AND MANAGERS IN MAINTAINING SUCCESSFUL MEAT DEPARTMENT OPERATIONS, A COMPILATION IS OFFERED OF PRESENTATIONS MADE AT THE SUPER MARKET INSTITUTE'S REGIONAL MEETINGS FOR MANAGERS, AND OF SPECIAL STUDIES CONDUCTED BY THE INSTITUTE'S RESEARCH DIVISION AND THE NATIONAL LIVE STOCK AND MEAT BOARD. THE GUIDE PRESENTS A REVIEW OF THE BEST SUPERMARKET MEAT DEPARTMENT TECHNIQUES FOR: (1) QUALITY CONTROL, (2) ORDERING, (3) RECEIVING, (4) CUTTING, (5) WRAPPING, (6) DISPLAY, (7) SANITATION, AND (8) SPECIAL PROMOTION. THE HANDBOOK IS ILLUSTRATED WITH NUMEROUS PHOTOGRAPHS, LINE DRAWINGS, DIAGRAMS, AND CHARTS. (AW)

VT 010 409
STUDENT SELECTION.

OHIO STATE DEPT. OF EDUCATION, COLUMBUS. DISTRIBUTIVE EDUCATION MATERIALS LAB.
DISTRIBUTIVE EDUCATION MATERIALS LABORATORY, THE OHIO STATE UNIVERSITY, 124 WEST 17TH AVENUE, COLUMBUS, OHIO 43210 ($1.50).
PUB DATE - 1FEB67 74P.

DESCRIPTORS - *MANUALS; *RESOURCE MATERIALS; *DISTRIBUTIVE EDUCATION; *SELECTION; COOPERATIVE EDUCATION; CLASSROOM MATERIALS; *DISTRIBUTIVE EDUCATION TEACHERS

ABSTRACT - THE TEACHER COORDINATOR WILL FIND THIS HANDBOOK USEFUL IN SELECTING STUDENTS FOR HIS DISTRIBUTIVE EDUCATION PROGRAM, WHILE THE TEACHER EDUCATOR WILL FIND THE MATERIAL USEFUL IN PREPARING TEACHER COORDINATORS FOR THE TASK OF STUDENT SELECTION. THE HANDBOOK IS DIVIDED INTO THREE COLOR-CODED SECTIONS WITH THE FIRST SECTION PRESENTING IDEAS FOR (1) THE INITIAL CONTACT, (2) HANDOUTS TO BE USED IN THE SECOND CONTACT, (3) EVALUATION PROCEDURES, AND (4) PROGRAM AGREEMENTS. SECTION TWO IS A COLLECTION OF READINGS ON STUDENT SELECTION, AND SECTION THREE IS A COLLECTION OF SAMPLE PROMOTIONAL AIDS. (JS)

VT 010 411
DISPLAY MADE EASY.

OHIO STATE DEPT. OF EDUCATION, COLUMBUS. DISTRIBUTIVE EDUCATION MATERIALS LAB.
DISTRIBUTIVE EDUCATION MATERIALS LABORATORY, THE OHIO STATE UNIVERSITY, 124 WEST 17TH AVENUE, COLUMBUS, OHIO 43210 ($2.00).
PUB DATE - ND 74P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *RESOURCE MATERIALS; *AUDIOVISUAL AIDS; *MERCHANDISING; DESIGN; *DISPLAY PANELS; DESIGN PRINCIPLES

ABSTRACT - RESOURCE MATERIALS, PREPARED BY THE OHIO STATE DEPARTMENT OF EDUCATION AND EMPHASIZING THE BASIC CONCEPTS OF DISPLAYS, ARE INCLUDED IN THESE SECTIONS: (1) WHY STUDY DISPLAY, (2) WHAT IS DISPLAY, (3) DISPLAY FUNCTION, (4) DISPLAY TYPES, (5) DISPLAY CONCEPTS, (6) ELEMENTS OF DISPLAY, (7) PRINCIPLES OF ARRANGEMENT AND DESIGN, (8) ARRANGEMENTS, (9) PLANNING DISPLAYS, AND (10) OBSERVE, PRACTICE, STUDY. THE 53 ILLUSTRATIONS ACCOMPANYING THE TEXT ARE DESIGNED TO BE REPRODUCED FOR USE WITH OVERHEAD PROJECTOR, OPAQUE PROJECTOR, BULLETIN BOARD, FLANNEL BOARD, FLASH CARDS, OR POSTERS. A BIBLIOGRAPHY IS ALSO INCLUDED. (SB)

VT 010 412
ADVERTISING LAYOUT AND COPY.

DADE COUNTY PUBLIC SCHOOLS, MIAMI, FLA. DIV. OF VOCATIONAL, TECHNICAL, AND ADULT EDUCATION
OHIO STATE DEPT. OF EDUCATION, COLUMBUS. MATERIALS LAB.
DISTRIBUTIVE EDUCATION MATERIALS LABORATORY, THE OHIO STATE UNIVERSITY, 124 WEST 17TH AVENUE, COLUMBUS, OHIO 43210 ($1.00).
PUB DATE - ND 34P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *STUDY GUIDES; *RESOURCE MATERIALS; *PUBLICIZE; *TRANSPARENCIES; MERCHANDISING
IDENTIFIERS - *ADVERTISING LAYOUT

ABSTRACT - THE 32 CHARTS OF ROUGH LAYOUT ILLUSTRATIONS ARE DESIGNED TO ACQUAINT STUDENTS WITH THE ELEMENTS OF AN ADVERTISEMENT AND TO SHOW THAT AN ADVERTISEMENT MAY TAKE MANY DIFFERENT FORMS BY REARRANGING THE ELEMENTS. THE ILLUSTRATIONS CAN ALSO BE USED FOR TRANSPARENCIES. (SB)

VT 010 419
LUTER, ROBERT R., COMP.
PROJECTS FOR USE WITH PREPARATORY OR PRE-EMPLOYMENT DISTRIBUTIVE EDUCATION CURRICULUMS.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($6.00).
PUB DATE - AUG69 177P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *TEACHING GUIDES; TEACHING METHODS; PREVOCATIONAL EDUCATION; JOB SKILLS; STUDENT PROJECTS

ABSTRACT - PROJECTS PRESENTING THE FUNDAMENTALS OF DISTRIBUTION WERE DEVELOPED BY THE ASSOCIATE DIRECTOR OF A DISTRIBUTIVE EDUCATION INSTRUCTIONAL MATERIALS LABORATORY TO AID TEACHERS IN PLANNING A PRE-EMPLOYMENT DISTRIBUTIVE EDUCATION COURSE. RESOURCE LISTS, TEACHER SUGGESTIONS, AND INDIVIDUAL PROJECTS ARE PROVIDED FOR THESE UNITS: (1) PERSONAL QUALITIES FOR SUCCESS IN DISTRIBUTION, (2) ARITHMETIC FOR DISTRIBUTION, (3) COMMUNICATIONS IN DISTRIBUTION, (4) DISTRIBUTION IN OUR ECONOMY, AND (5) BASIC SELLING. THE FIRST PART OF THE MANUAL OFFERS SUGGESTIONS FOR EQUIPMENT, FACILITIES, PERSONNEL, AND TEACHER PLANNING. A BIBLIOGRAPHY IS INCLUDED. (SB)

VT 010 458
COMPUTER GAMES MANAGEMENT, INSTRUCTOR'S MANUAL.

COMPUTER GAMES, INC., CHICAGO HEIGHTS, ILL.
COMPUTER GAMES, INC., P.O. BOX 544, CHICAGO HEIGHTS, ILLINOIS 60411.
PUB DATE - AUG69 39P.

DESCRIPTORS - *TEACHING GUIDES; *MANAGEMENT GAMES; *COMPUTER ORIENTED PROGRAMS; *HIGH SCHOOL STUDENTS; EDUCATIONAL GAMES; BOOKKEEPING; ECONOMICS; DISTRIBUTIVE EDUCATION

ABSTRACT - THIS GUIDE IS FOR INSTRUCTOR USE WITH A JUNIOR OR SENIOR HIGH SCHOOL CLASS IN ECONOMICS, BOOKKEEPING, MANAGEMENT, OR DISTRIBUTIVE EDUCATION. SUBSTANTIVELY, THIS EDUCATIONAL GAME INCLUDES 16 COMPETING SMALL MANUFACTURING COMPANIES WHICH PURCHASE RAW MATERIALS FOR THEIR FACTORIES SO THEY CAN PRODUCE AND SELL FINISHED INVENTORIES. THE GAME IS DESIGNED TO REQUIRE ONE CLASS PERIOD PER WEEK AND CAN FULFILL THE FOLLOWING NEEDS IN THE CLASSROOM: (1) TEACH BASIC OPERATIONS OF BUSINESS, (2) TEACH FINANCIAL REPORTING LANGUAGE, (3) TEACH BASIC CONCEPTS OF THE MARKET ECONOMY, (4) TEACH USES OF FINANCIAL REPORTS IN BUSINESS OPERATION, (5) INCREASE THE LEVEL OF COMPREHENSION THROUGH DECISION MAKING IN ACTIVE COMPETITION, AND (6) PROVIDE REALISTIC EXAMPLES FOR USE IN CLASS STUDIES. THE GUIDE INCLUDES ILLUSTRATIVE AND DESCRIPTIVE MATERIALS. (CH)

VT 010 461
RUTH, WILLIAM B.
A TEACHING OUTLINE FOR CONDUCTING A SHORT COURSE ON METHODS TO DETECT SHOPLIFTERS.

OHIO STATE DEPT. OF EDUCATION, COLUMBUS.
MATERIALS LAB.
DISTRIBUTIVE EDUCATION MATERIALS LABORATORY, THE OHIO STATE UNIVERSITY, 124 WEST 17TH AVENUE, COLUMBUS, OHIO 43210 ($.50).
PUB DATE - ND 25P.

DESCRIPTORS - *TEACHING GUIDES; *RESOURCE MATERIALS; *DISTRIBUTIVE EDUCATION; *SHORT COURSES; *STEALING; ADULT VOCATIONAL EDUCATION; SECONDARY GRADES
IDENTIFIERS - *SHOPLIFTING

ABSTRACT - THIS OUTLINE WAS PREPARED BY A COORDINATOR OF DISTRIBUTIVE EDUCATION FOR TEACHER USE IN PLANNING AND CONDUCTING SHORT COURSES IN SHOPLIFTING DETECTION AND PREVENTION FOR BOTH IN-SCHOOL AND ADULT PROGRAMS IN OHIO. DESIGNED TO PERMIT FLEXIBILITY IN PRESENTING THE MATERIAL, THE COURSE MAY BE TAUGHT IN FOUR 2-HOUR SESSIONS FOR A TOTAL OF 8 HOURS, OR IN A SHORTER PERIOD OF TIME ON AN EMERGENCY BASIS BY THE USE OF HANDOUTS. EMPHASIZING FUNDAMENTAL CONCERNS OF THE BUSINESSMAN, THE LAW ENFORCEMENT AGENCY, AND THE PUBLIC, THE COURSE IS DIVIDED INTO FOUR SESSIONS, EACH SET UP IN OUTLINE FORM AND PROVIDING CONTENT, TEACHING METHODS, AND LEARNING ACTIVITIES. SESSION I DEALS WITH THE PURPOSE AND OBJECTIVES OF THE COURSE, WITH SESSION II EXPANDING ON THE IDEAS DEVELOPED IN THE FIRST SESSION BY USING QUALIFIED RESOURCE PERSONS OR RELATED FILMS. THE THIRD SESSION DEALS WITH THE TOOLS OF THE SHOPLIFTER, CONDITIONS INDUCING SHOPLIFTING, AND OHIO SHOPLIFTING LAWS, WHILE THE FOURTH OUTLINES A SURVEY CONCERNING SHOPLIFTING IN LOCAL STORES THAT MAY BE CONDUCTED BY THE CLASS. A BIBLIOGRAPHY AND SUPPLEMENTARY MATERIAL INCLUDING SUGGESTIONS FOR PREVENTING BURGLARIES AND SHOPLIFTING ARE PROVIDED. (AW)

VT 010 470
INTRODUCTION TO ADVERTISING.

OHIO STATE DEPT. OF EDUCATION, COLUMBUS.
DISTRIBUTIVE EDUCATION MATERIALS LAB.
DISTRIBUTIVE EDUCATION MATERIALS LABORATORY, THE OHIO STATE UNIVERSITY, 124 WEST 17TH AVENUE, COLUMBUS, OHIO 43210 ($1.50).
PUB DATE - 66 63P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *TEACHING GUIDES; *PUBLICIZE; MASS MEDIA; *MERCHANDISING; UNITS OF STUDY (SUBJECT FIELDS)

ABSTRACT - DEVELOPED BY TEACHER-COORDINATORS DURING A WORKSHOP, THE CURRICULUM MATERIALS ARE DESIGNED TO AID THE TEACHER IN PREPARING A UNIT ON ADVERTISING. TECHNICAL MATERIAL, SUGGESTED ACTIVITIES, AND REFERENCES ARE PROVIDED FOR THESE TOPICS: (1) PROS AND CONS OF ADVERTISING, (2) REGULATION OF ADVERTISING, (3) PSYCHOLOGY OF ADVERTISING, (4) ADVERTISING AGENCIES, (5) PRINTED ADVERTISING MEDIA, (6) BROADCAST MEDIA, (7) EFFECT OF RATINGS ON TELEVISION ADVERTISING,

(8) POSITION MEDIA, (9) LAYOUT AND COPYWRITING, (10) ADVERTISING CAMPAIGN, AND (11) CREATIVITY IN ADVERTISING. (SB)

VT 010 478
MADSON, JOHN H.
RELATED GUIDE..JOB EMPLOYMENT, DISTRIBUTIVE EDUCATION.

NEVADA STATE DEPT. OF EDUCATION, CARSON CITY.
DISTRIBUTIVE EDUCATION
PUB DATE - SEP65 20P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *TEACHING GUIDES; UNITS OF STUDY (SUBJECT FIELDS); *JOB APPLICATION; *EMPLOYMENT INTERVIEWS; CAREER CHOICE

ABSTRACT - JOB APPLICATION TECHNIQUES ARE EMPHASIZED IN THIS TEACHING GUIDE, DEVELOPED BY A STATE DISTRIBUTIVE EDUCATION SUPERVISOR. PART ONE, "SELECTING THE JOB YOU WANT," DESCRIBES SUCH TECHNIQUES NEEDED FOR GETTING A JOB AS: (1) QUESTIONS TO ASK ABOUT YOURSELF AND THE JOB, (2) WAYS TO LOCATE JOB OPENINGS, (3) HOW TO WRITE A LETTER OF APPLICATION, AND (4) HOW TO PREPARE A PERSONAL DATA SHEET. PART TWO, "HOW TO PREPARE FOR THE INTERVIEW," CONTAINS INFORMATION NEEDED BEFORE AND DURING THE INTERVIEW WHICH INCLUDES: (1) KNOWLEDGE OF THE COMPANY, (2) PERSONAL APPEARANCE, AND (3) AWARENESS OF POSSIBLE INTERVIEW QUESTIONS. SUGGESTED ACTIVITIES, A LIST OF DO'S AND DON'T'S IN JOB HUNTING, AND A GLOSSARY ARE INCLUDED. (SB)

VT 010 570
FRANCHISE MERCHANDISING. A SUGGESTED ADULT COURSE OUTLINE.

NEW YORK STATE EDUCATION DEPT., ALBANY.
BUREAU OF CONTINUING CURRICULUM DEVELOPMENT
PUBLICATION DISTRIBUTION UNIT, NEW YORK STATE EDUCATION DEPARTMENT, EDUCATION BUILDING, ALBANY, NEW YORK 12224.
PUB DATE - 69 56P.

DESCRIPTORS - *MERCHANDISING; *ADULT VOCATIONAL EDUCATION; *DISTRIBUTIVE EDUCATION; MARKETING; *BUSINESS EDUCATION; *CURRICULUM GUIDES; AUDIOVISUAL AIDS; ACHIEVEMENT TESTS; BIBLIOGRAPHIES
IDENTIFIERS - *FRANCHISE MERCHANDISING

ABSTRACT - THIS COURSE OUTLINE IS FOR TEACHER USE IN CONDUCTING A COURSE IN FRANCHISE MERCHANDISING FOR ADULTS IN BUSINESS AND DISTRIBUTIVE EDUCATION. THE GUIDE WAS DEVELOPED BY THE STATE DEPARTMENT OF EDUCATION IN COOPERATION WITH REPRESENTATIVES OF FRANCHISE BUSINESSES. THE CONTENT OBJECTIVES ARE TO ACQUAINT THE STUDENT WITH: (1) A REVIEW OF FRANCHISE OPERATIONS, (2) QUALIFICATIONS NECESSARY FOR SUCCESSFUL FRANCHISE OPERATIONS, (3) THE SELECTION OF A FRANCHISE, (4) PRE-OPENING ACTIVITIES, AND (5) ONGOING OPERATIONAL ACTIVITIES. EACH UNIT INCLUDES OBJECTIVES, CONTENT OUTLINE, TEACHING POINTS AND TECHNIQUES, AND REFERENCES TO RESOURCE MATERIALS. A 1-HOUR FINAL EXAMINATION, SUGGESTIONS FOR USE OF TRANSPARENCIES, AND A SELECTED BIBLIOGRAPHY ARE APPENDED. (CH)

VT 010 619
HODGES, DUAINE
VARIETY STORE MERCHANDISING; A COURSE OF STUDY DESIGNED FOR COOPERATIVE PART-TIME STUDENTS EMPLOYED IN VARIETY STORES.

MISSOURI STATE DEPT. OF EDUCATION, JEFFERSON CITY. COOPERATIVE INDUSTRIAL AND DISTRIBUTIVE EDUCATION
INDUSTRIAL EDUCATION, 103 INDUSTRIAL EDUCATION BUILDING, UNIVERSITY OF MISSOURI, COLUMBIA, MISSOURI 65201 ($1.50).
PUB DATE - AUG67 137P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *TEACHING GUIDES; *STUDY GUIDES; *MERCHANDISING; MERCHANDISE INFORMATION; RETAILING; SALESMANSHIP; DISPLAY PANELS; JOB SKILLS; ASSIGNMENTS

ABSTRACT - CONTENT AND TEACHING METHODS, INCLUDING JOB SKILLS, MECHANICAL PROCEDURES, AND TECHNICAL AND RELATED INFORMATION, ARE PROVIDED FOR THESE 22 VARIETY STORE MERCHANDISING AREAS: (1) HOUSEHOLD UTENSILS, (2) CHINAWARE, (3) GLASSWARE, (4) TABLEWARE, (5) LINENS, (6) BEDDING, (7) NOTIONS AND YARD GOODS, (8) DRAPERIES, CURTAINS, AND UPHOLSTERY, (9) FLOOR COVERINGS, (10) PAINT, WALLPAPER, AND HARDWARE, (11) PAPER AND RELATED PRODUCTS, (12) NATURAL AND SYNTHETIC RUBBER, (13) PLASTIC PRODUCTS, (14) LEATHER GOODS, (15) COSMETICS, (16) JEWELRY, (17) CLOTHING ACCESSORIES, (18) LINGERIE, (19) LADIES' OUTERWEAR, (20) MEN'S AND BOY'S WEAR, (21) SPORTING GOODS, AND (22) TOYS AND GAMES. ASSIGNMENTS, KEYED TO EACH UNIT AND DESIGNED TO DEVELOP THE STUDENT'S PERSONAL-SOCIAL TRAITS FOR THE JOB SKILLS AND PROCEDURES, CONTAINS INTRODUCTORY INFORMATION, THE ASSIGNMENT, REFERENCE SOURCES, AND STUDY QUESTIONS. (SB)

VT 010 999
WIGGS, GARLAND D.
SUCCESSFUL RETAIL SALESMANSHIP. TEACHERS GUIDE FOR PROGRAMED INSTRUCTION COURSE FOR THE DISTRIBUTIVE EDUCATION STUDENT.

ARGYLE ANALEARN ASSOCIATES, NEW YORK, N.Y.
ARGYLE ANALEARN ASSOCIATES, 235 PARK AVENUE SOUTH, NEW YORK, NEW YORK 10003.
PUB DATE - 67 52P.

DESCRIPTORS - *TEACHING GUIDES; *DISTRIBUTIVE EDUCATION; *SALESMANSHIP; *RETAILING; SALES OCCUPATIONS; *PROGRAMED INSTRUCTION

ABSTRACT - WRITTEN BY A TEACHER EDUCATOR FOR DISTRIBUTIVE EDUCATION, THIS TEACHER'S GUIDE IS FOR USE IN IMPLEMENTING A COURSE OF PROGRAMED INSTRUCTION IN RETAIL SALESMANSHIP. INTRODUCTORY MATERIALS ON THE DEVELOPMENT AND STRUCTURE OF THE PROGRAM, SUGGESTIONS FOR PRESENTING THE COURSE, TEACHING TECHNIQUES, EVALUATION METHODS, AND A COURSE CONTENT OUTLINE ARE FOLLOWED BY FIVE TEACHING UNITS, INCLUDING: (1) GOOD SALESMANSHIP, (2) GREETING AND APPROVAL, (3) DETERMINING PREFERENCES, SELECTION AND PRESENTATION, (4) DECISION AND CLOSE, AND (5) THE FOLLOW-UP. EACH UNIT PROVIDES AN OVERVIEW OF CONTENT TO BE COVERED, OBJECTIVES, SUGGESTED LEADS AND TEACHING SUGGESTIONS, AND FILMS AND OTHER

RESOURCES THAT MAY BE HELPFUL IN ILLUSTRATING THE MATERIAL. THE PROGRAM REQUIRES 12 HOURS OF INSTRUCTION IF USED IN ADULT DISTRIBUTIVE EDUCATION PROGRAMS, OR APPROXIMATELY 6 WEEKS OF INSTRUCTION IN HIGH SCHOOL OR COMMUNITY COLLEGE PROGRAMS. THE GUIDE IS FOR USE WITH THE PROGRAMED TEXT AVAILABLE AS VT 011 000, ALSO IN THIS ISSUE. (AW)

VT 011 000
BLYTH, JOHN W.; ALTER, MILLICENT
SUCCESSFUL RETAIL SALESMANSHIP. PROGRAMED INSTRUCTION COURSE FOR THE DISTRIBUTIVE EDUCATION STUDENT.

ARGYLE ANALEARN ASSOCIATES, NEW YORK, N.Y.
ARGYLE ANALEARN ASSOCIATES, 235 PARK AVENUE SOUTH, NEW YORK, NEW YORK 10003.
PUB DATE - 67 95P.

DESCRIPTORS - *PROGRAMED TEXTS; *DISTRIBUTIVE EDUCATION; *SALESMANSHIP; *RETAILING; *SALES OCCUPATIONS

ABSTRACT - WRITTEN BY THE SENIOR VICE PRESIDENT OF TRAINING AND EDUCATIONAL SERVICES AND A TRAINING PSYCHOLOGIST OF THE ARGYLE PUBLISHING CORPORATION, THIS PROGRAMED TEXT IS FOR USE BY DISTRIBUTIVE EDUCATION STUDENTS STUDYING RETAIL SALES. CONTENTS INCLUDE FIVE CHAPTERS COVERING: (1) GOOD SALESMANSHIP, (2) GREETING AND APPROACH, (3) DETERMINING PREFERENCES, SELECTION AND PRESENTATION, (4) DECISION AND CLOSE, AND (5) THE FOLLOW-UP. THE PROGRAMED FORMAT CONSISTS OF STATEMENTS OF FACT FOLLOWED BY COMPLETION EXERCISES OR QUESTIONS, WITH THE CORRECT RESPONSE GIVEN ON THE FOLLOWING PAGE. THE RELATED TEACHER'S GUIDE IS AVAILABLE AS VT 010 999, ALSO IN THIS ISSUE. (AW)

VT 011 055
WIGGS, GARLAND D.
THE BASICS OF SALESMANSHIP; A PROGRAMED INSTRUCTION COURSE FOR THE DISTRIBUTIVE EDUCATION STUDENT.

ARGYLE ANALEARN ASSOCIATES, NEW YORK, N.Y.
ARGYLE ANALEARN ASSOCIATES, 235 PARK AVENUE SOUTH, NEW YORK, NEW YORK 10003.
PUB DATE - 69 143P.

DESCRIPTORS - WRITING EXERCISES; *DISTRIBUTIVE EDUCATION; *SALESMANSHIP; *INDIVIDUALIZED INSTRUCTION; *FEEDBACK; INSTRUCTIONAL MATERIALS; *PROGRAMED TEXTS; SALES OCCUPATIONS

ABSTRACT - PREPARED BY A COLLEGE EDUCATOR FOR USE IN A DISTRIBUTIVE EDUCATION PROGRAM, THIS PROGRAMED TEXT IN SALESMANSHIP REQUIRES THE LEARNER TO COMPLETE DIAGRAMS AND SENTENCES AND ANSWER QUESTIONS. BY HAVING ACCESS TO THE ANSWERS, THE LEARNER CAN CHECK HIS WORK AND MOVE AT HIS OWN PACE THROUGH SIX CHAPTERS ON: (1) THE PREPARED SALES PRESENTATION, (2) THE APPROACH, (3) THE BODY STEP, (4) THE PROOF STEP, (5) THE CLOSE, AND (6) HOW TO ANSWER OBJECTIONS. BASIC PRINCIPLES AND TECHNIQUES OF SALESMANSHIP ARE INCORPORATED INTO THESE CHAPTERS. TWO RELATED DOCUMENTS ARE AVAILABLE AS VT 011 056 AND VT 011 057 (ALSO IN THIS ISSUE). (JS)

VT 011 056
THE BASICS OF SALESMANSHIP. PRESENTATION WORKBOOK.

ARGYLE ANALEARN ASSOCIATES, NEW YORK, N.Y.
ARGYLE ANALEARN ASSOCIATES, 235 PARK AVENUE SOUTH, NEW YORK, NEW YORK 10003.
PUB DATE - 69 26P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *SALESMANSHIP; INDIVIDUALIZED INSTRUCTION; *INSTRUCTIONAL MATERIALS; *PROGRAMED MATERIALS; SALES OCCUPATIONS; *SUPPLEMENTARY TEXTBOOKS

ABSTRACT - THIS STUDENT WORKBOOK WAS PREPARED TO ACCOMPANY A PROGRAMED UNIT ON SALESMANSHIP FOR USE IN DISTRIBUTIVE EDUCATION PROGRAMS. INCLUDED IN THIS WORKBOOK ARE STUDENT SELF-RATING INVENTORIES BASED ON THE BASIC PRINCIPLES AND TECHNIQUES OF SALESMANSHIP AND WRITING EXERCISES DESIGNED TO GIVE THE STUDENT PRACTICE IN DEVELOPING AND ACCESSING HIS SELLING SKILLS. TWO RELATED DOCUMENTS ARE AVAILABLE AS VT 011 055 AND VT 011 057 (ALSO IN THIS ISSUE). (JS)

VT 011 057
WIGGS, GARLAND D.
THE BASICS OF SALESMANSHIP. TEACHER'S GUIDE.

ARGYLE ANALEARN ASSOCIATES, NEW YORK, N.Y.
ARGYLE ANALEARN ASSOCIATES, 235 PARK AVENUE SOUTH, NEW YORK, NEW YORK 10003.
PUB DATE - 69 66P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *SALESMANSHIP; *TEACHING GUIDES; *INSTRUCTIONAL MATERIALS; TEACHING TECHNIQUES; *INDIVIDUALIZED INSTRUCTION; WRITING EXERCISES; COURSE OBJECTIVES

ABSTRACT - THIS TEACHER'S GUIDE WAS PREPARED TO ACCOMPANY CORRESPONDING PROGRAMED INSTRUCTIONAL MATERIALS FOR USE IN A DISTRIBUTIVE EDUCATION SALESMANSHIP COURSE. SUGGESTIONS ON CLASS ORGANIZATION, TEACHING TECHNIQUES, AND EVALUATION ARE INCLUDED IN THE GUIDE AS ARE OBJECTIVES, OVERVIEWS OF THE CHAPTERS, AND WRITTEN AND MENTAL EXERCISES. TWO RELATED DOCUMENTS ARE AVAILABLE AS VT 011 055 AND VT 011 057 (ALSO IN THIS ISSUE). (JS)

VT 011 068
BURBRINK, PAULINE, COMP.
SELLING PEOPLE. A TWELVE-HOUR SALES TRAINING COURSE BASED ON THE BEHAVIORAL SCIENCES.

TEXAS UNIV., AUSTIN. INSTRUCTIONAL MATERIALS LAB.
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712.
PUB DATE - 69 83P.

DESCRIPTORS - *SALES OCCUPATIONS; *COURSE DESCRIPTIONS; *ADULT EDUCATION; *BEHAVIORAL OBJECTIVES; TEACHING METHODS; *INSTRUCTIONAL MATERIALS; MARKETING; BIBLIOGRAPHIES

ABSTRACT - COMPILED BY THE DIRECTOR OF RESEARCH IN THE INSTRUCTIONAL MATERIALS

LABORATORY AT THE UNIVERSITY OF TEXAS, THIS OUTLINE OF AN ADULT DISTRIBUTIVE EDUCATION COURSE IN SELLING IS BASED ON THE BEHAVIORAL SCIENCES TO STRESS THE IMPORTANCE OF HUMAN BEHAVIOR IN SELLING. THE OUTLINE INCLUDES SAMPLE HANDOUT MATERIALS AND SUGGESTS TEACHING METHODS FOR EACH OF THE SIX SESSIONS WHICH ARE: (1) SELLING--WHAT IT IS, DOES, AND OFFERS, (2) DEMONSTRATIONS OF FEATURE-BENEFIT ANALYSIS, (3) UNDERSTAND YOURSELF AND OTHER PEOPLE TOO, (4) PSYCHOLOGY OF SELLING, PARTS I AND II, AND (5) CONSUMER MOTIVATION. A BIBLIOGRAPHY IS INCLUDED. (JS)

VT 011 070
SULLIVAN, JAMES M., COMP.
FARM, HOME, AND GARDEN SUPPLIES. JUNIOR COLLEGE SERIES.

TEXAS UNIV., AUSTIN. INSTRUCTIONAL MATERIALS LAB.
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712.
PUB DATE - DEC69 187P.

DESCRIPTORS - *STUDY GUIDES; *VOCATIONAL AGRICULTURE; *AGRICULTURAL SUPPLY OCCUPATIONS; *SALES WORKERS; *COOPERATIVE EDUCATION; OFF FARM AGRICULTURAL OCCUPATIONS

ABSTRACT - COMPILED BY A SUBJECT MATTER SPECIALIST, THIS MANUAL IS FOR USE BY VOCATIONAL AGRICULTURE STUDENTS ENROLLED IN COOPERATIVE PROGRAMS IN AGRICULTURAL SUPPLIES SALES AND SERVICES. CONTENTS INCLUDE FIVE SECTIONS, EACH BROKEN DOWN INTO SEPARATE ASSIGNMENTS PROVIDING MATERIAL TO BE LEARNED, QUESTIONS, AND PROJECTS. SECTION HEADINGS ARE: (1) THE FARM, HOME, AND GARDEN SUPPLIES SALESMAN, WITH THREE ASSIGNMENTS COVERING OPPORTUNITIES FOR SALESMEN, IMPROVEMENT, AND MULTIPLE SALES, (2) ANIMAL FEEDS, WITH 28 ASSIGNMENTS DEALING WITH FEED SOURCES, NUTRITION, BALANCING RATIONS, FEED CONTENT, ETC., (3) FERTILIZER AND SOIL AMENDMENTS, WITH EIGHT ASSIGNMENTS ON SOILS, SOIL TESTING, AND NECESSITY, TYPES, AND APPLICATION OF FERTILIZERS, (4) CHEMICALS ON THE FARM, PROVIDING ONE ASSIGNMENT ON AGRICULTURAL CHEMICALS, AND (5) SEED VEGETATIVE PROPAGATION, WITH FOUR ASSIGNMENTS COVERING TYPES AND QUALITY OF SEEDS. A BIBLIOGRAPHY IS INCLUDED. AN ANSWER BOOK, "ANSWER BOOK FOR FARM, HOME, AND GARDEN SUPPLIES", MAY BE OBTAINED FROM THE SOURCE OF AVAILABILITY INDICATED FOR THIS DOCUMENT. (AW)

VT 011 071
WORSCHEH, MARY, COMP.
WOMEN'S ACCESSORIES, A DISTRIBUTIVE EDUCATION MANUAL AND SUPPLEMENTARY HANDBOOKS.

TEXAS UNIV., AUSTIN. INSTRUCTIONAL MATERIALS LAB.
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712.
PUB DATE - 69 230P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *COOPERATIVE EDUCATION; SALES OCCUPATIONS; INSTRUCTIONAL MATERIALS; *MANUALS; *PAMPHLETS; MERCHANDISE INFORMATION; *RETAILING

ABSTRACT - THIS PACKAGE OF INSTRUCTIONAL MATERIALS, INCLUDING A MANUAL ON WOMEN'S ACCESSORIES AND RELATED PAMPHLETS, WAS COMPILED FOR USE IN A COOPERATIVE EDUCATION PROGRAM FOR HIGH SCHOOL AND JUNIOR COLLEGE STUDENTS. THE 35 ASSIGNMENTS COMPRISING THE MANUAL INCLUDE INTRODUCTORY STATEMENTS, DEFINITIONS, QUESTIONS, AND PROJECTS AND ARE GROUPED INTO THE FOLLOWING CATEGORIES: (1) FASHIONS AND ACCESSORIES, (2) HANDBAGS, (3) HOSIERY, (4) GLOVES, (5) SCARFS, AND (6) BELTS. RELATED PAMPHLETS ARE TRADE PUBLICATIONS PRESENTING PROMOTIONAL TIPS ON THE ITEMS LISTED ABOVE. AN ANSWER BOOK TO ACCOMPANY THE MANUAL IS ALSO INCLUDED WITH THIS MATERIAL. (JS)

VT 011 119 ED 043 731
CURRICULUM GUIDE FOR MARKETING.

OREGON STATE BOARD OF EDUCATION, SALEM. DIV. OF COMMUNITY COLLEGES AND CAREER EDUCATION.
OREGON STATE BOARD OF EDUCATION, SALEM.
THE OREGON STATE BOARD OF EDUCATION, 942 LANCASTER DRIVE, N.E., SALEM, OREGON 97310 ($2.50)
PUB DATE - FEB 70 171P.

DESCRIPTORS - *CURRICULUM GUIDES; *DISTRIBUTIVE EDUCATION; ENTRY WORKERS; MANPOWER NEEDS; *MARKETING; *OCCUPATIONAL CLUSTERS; POST SECONDARY EDUCATION; *PROGRAM GUIDES

ABSTRACT - OREGON IS EMBARKING ON A NEW APPROACH TO SECONDARY EDUCATION, AND THIS MARKETING CURRICULUM GUIDE WAS PREPARED TO ASSIST CURRICULUM SPECIALISTS IN DEVELOPING HIGH SCHOOL, ENTRY-LEVEL EMPLOYMENT PROGRAMS. DEVELOPED IN CONSULTATION WITH REPRESENTATIVES OF INDUSTRY AND EDUCATION, THE GUIDE MAKES EXTENSIVE USE OF THE CLUSTER CONCEPT, MANPOWER DATA, THE DICTIONARY OF OCCUPATIONAL TITLES, BEHAVIORAL OBJECTIVES, AND SUGGESTED LEARNING ACTIVITIES. INCLUDED WITH THE MARKETING CLUSTER CURRICULUM AND THE OCCUPATIONAL SPECIALITY COURSES ARE INSTRUCTIONAL SPECIFICATIONS FOR 18 AREAS IN TABLE FORMAT, AMONG WHICH ARE TOPICS ON (1) SALESMANSHIP, (2) PRODUCT TECHNOLOGY, (3) MARKET RESEARCH, (4) RECORD KEEPING, (5) MERCHANDISE MATHEMATICS, AND (6) JOB SEEKING. INFORMATION ON FACILITIES AND EQUIPMENT, A SAMPLE QUESTIONNAIRE ON MARKETING TASKS, AND A BIBLIOGRAPHY MAKE UP THE APPENDIXES. (JS)

VT 011 148
A JOB DESCRIPTION GUIDE TO THE OHIO RESTAURANT INDUSTRY.

OHIO STATE RESTAURANT ASSOCIATION, COLUMBUS.
OHIO STATE RESTAURANT ASSOCIATION, 40 SOUTH THIRD STREET, SUITE 418, COLUMBUS, OHIO 43215 ($.10).
PUB DATE - ND 4P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION;

*INSTRUCTIONAL MATERIALS; *FOOD SERVICE OCCUPATIONS; *OCCUPATIONAL GUIDANCE; JOB MARKET; FOOD SERVICE WORKERS; *CHARTS

ABSTRACT - THE OHIO STATE RESTAURANT ASSOCIATION PREPARED THIS BOOKLET TO PROVICE OCCUPATIONAL INFORMATION TO THOSE INTERESTED IN JOBS IN THE RESTAURANT INDUSTRY. ARRANGED AS A CHART, THE BOOKLET PROVIDES JOB TITLES AND DESCRIPTIONS AND OPPORTUNITIES FOR ADVANCEMENT. THE NECESSARY SKILLS AND KNOWLEDGE REQUIRED FOR MOST OF THE JOBS CAN BE ACQUIRED THROUGH ON-THE-JOB TRAINING WHILE THE HIGHER MANAGEMENT POSITIONS REQUIRE PRIOR TRAINING. (JS)

VT 011 191
BRAGIN, MORRIE
STARTING AND MANAGING A SMALL RETAIL CAMERA STORE. THE STARTING AND MANAGING SERIES, VOLUME 17.

SMALL BUSINESS ADMINISTRATION, WASHINGTON, D.C.
SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C. 20402 (SBA1.15:17, $.40).
PUB DATE - OCT69 77P.

DESCRIPTORS - *MANAGEMENT DEVELOPMENT; *DISTRIBUTIVE EDUCATION; MANAGEMENT EDUCATION; *ADULT EDUCATION; *INSTRUCTIONAL MATERIALS; CAREER OPPORTUNITIES; CAREER PLANNING; *BUSINESS SKILLS

ABSTRACT - THE SMALL BUSINESS ADMINISTRATION PUBLISHED THIS PAMPHLET TO HELP THE PROSPECTIVE OWNER OF A SMALL CAMERA SHOP GET STARTED IN PHOTOGRAPHIC RETAILING. WRITTEN BY AN EXPERIENCED OWNER-OPERATOR OF A SMALL CAMERA SHOP, THE PAMPHLET IS DIVIDED INTO THE FOLLOWING 14 SECTIONS: (1) YOU AS A CAMERA-SHOP OWNER, (2) YOUR COMPETITION, (3) TYPES OF CAMERA SHOPS, (4) MONEY FOR THE VENTURE, (5) BUY OLD OR START NEW, (6) CHOOSING A LOCATION, (7) GETTING STARTED, (8) YOUR EMPLOYEES, (9) BUYING AND PRICING, (10) SELLING, (11) RECORDS YOU'LL NEED, (12) YOUR OPENING DAY, (13) ADVERTISING AND PUBLICITY, AND (14) KEEPING INFORMED. (JS)

VT 011 195
AUTOMOTIVE WHOLESALER COUNTERMAN'S HANDBOOK FOR HANDLING OF REBUILT PARTS.

AUTOMOTIVE PARTS REBUILDERS ASSOCIATION, INC., ROCKVILLE, MD.
AUTOMOTIVE PARTS REBUILDERS ASSOCIATION, 255 NORTH WASHINGTON STREET, ROCKVILLE, MARYLAND 20850.
PUB DATE - 68 65P.

DESCRIPTORS - *SALES OCCUPATIONS; *AUTO PARTS MEN; *SALESMANSHIP; SALES WORKERS; TRADE AND INDUSTRIAL EDUCATION; *DISTRIBUTIVE EDUCATION
IDENTIFIERS - *COUNTERMAN'S HANDBOOK

ABSTRACT - WRITTEN PRIMARILY FOR THE NEW COUNTERMEN IN THE HANDLING OF REBUILT PARTS, THIS MANUAL ALSO HAS VALUE AS A REFRESHER COURSE FOR EXPERIENCED COUNTERMEN. IT IS DESIGNED TO SERVE AS A GUIDE FOR BETTER PUBLIC RELATIONS, FOR MORE EFFICIENT ORDER HANDLING, AND FOR ESSENTIAL BASIC JOB INFORMATION. MAJOR STUDY TOPICS ARE: (1) MEETING CUSTOMERS, (2) KNOWING YOUR PRODUCTS, (3) HOW TO USE A REBUILDER'S CATALOG, (4) KNOW YOUR COMPANY'S POLICIES, (5) CORE HANDLING FOR EQUITY AND PROFIT, (6) IDENTIFICATION GUIDES, (7) ESSENTIAL EQUIPMENT, (8) STORAGE AND DISPLAY, (9) SPECIAL SALES TIPS, AND (10) COUNTERMAN JOB DESCRIPTION AND DUTIES. A REBUILDER MEMBERSHIP ROSTER AND AN ADVERTISERS' INDEX ARE GIVEN. (GR)

VT 011 197
SMITH, KAY F.
FOOD SERVICE MANAGEMENT. A DISTRIBUTIVE EDUCATION MANUAL.

CENTRAL HIGH SCHOOL, MUSKOGEE, OKLA.
OKLAHOMA VOCATIONAL RESEARCH COORDINATING UNIT, STILLWATER
PUB DATE - ND 37P.

DESCRIPTORS - *STUDY GUIDES; *AUTOINSTRUCTIONAL AIDS; *DISTRIBUTIVE EDUCATION; *COOPERATIVE EDUCATION; FOOD SERVICE INDUSTRY; *FOOD SERVICE WORKERS; FOOD SERVICE OCCUPATIONS

ABSTRACT - FOR INDIVIDUAL USE BY DISTRIBUTIVE EDUCATION STUDENTS EMPLOYED IN FOOD SERVICE ESTABLISHMENTS, THIS MANUAL PRESENTS BASIC INFORMATION ON THE MANY AREAS OF COMPETENCE INVOLVED IN A FOOD SERVICE OPERATION. THE SIX INSTRUCTIONAL UNITS ARE DIVIDED INTO 31 LESSONS, EACH OF WHICH CONTAINS EXPLANATORY INFORMATION, QUESTIONS TO BE ANSWERED, AND REFERENCES, AND IN SOME CASES STUDENT PROJECTS DESIGNED TO SPECIFICALLY RELATE THE TEXT MATERIALS BEING COVERED WITH THE STUDENT'S PRESENT EMPLOYMENT SITUATION. UNIT TITLES ARE: (1) ORIENTATION, (2) THE FOOD SERVICE ORGANIZATION, (3) LAWS AND REGULATIONS, (4) FOOD MERCHANDISING, (5) QUANTITY FOOD COOKERY, AND (6) PHYSICAL FACILITIES. BOTH REQUIRED AND SUPPLEMENTARY REFERENCE MATERIALS ARE LISTED, WITH AVAILABILITY SOURCES. AN ANSWER BOOKLET MAY BE OBTAINED FROM THE SOURCE OF AVAILABILITY CITED FOR THIS DOCUMENT. (AW)

VT 011 249 ED 042 894
DISTRIBUTIVE EDUCATION IN THE SECONDARY SCHOOLS: A TENTATIVE PROGRAM.

CHICAGO BOARD OF EDUCATION, ILL.
CHICAGO BOARD OF EDUCATION, 228 NORTH LA SALLE STREET, CHICAGO, ILLINOIS 60601 ($4.00).
PUB DATE - 64 327P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *PROGRAM GUIDES; *INSTRUCTIONAL MATERIALS; CURRICULUM GUIDES; SECONDARY SCHOOLS; *TEACHER ROLE; PROGRAM PLANNING; *COOPERATIVE EDUCATION

ABSTRACT - THIS PROGRAM GUIDE FOR DISTRIBUTIVE EDUCATION WAS DEVELOPED AS A COOPERATIVE EFFORT OF THE CHICAGO PUBLIC SCHOOLS AND THE BUSINESS COMMUNITY TO HELP THE TEACHER-COORDINATOR ESTABLISH A COOPERATIVE PROGRAM AND ORGANIZE RELATED

ACTIVITIES AND CLASSROOM INSTRUCTION. INFORMATION IS PROVIDED ON THE ROLE OF THE TEACHER-COORDINATOR, PROGRAM ACTIVITIES SUCH AS THE DAILY REPORT OF TRAINING STATION ACTIVITIES, PUBLIC RELATIONS ACTIVITIES, AND FURTHER OPPORTUNITIES FOR STUDY IN DISTRIBUTIVE EDUCATION. INCLUDED IN THE PROGRAM GUIDE ARE NINE BASIC OR GROUP INSTRUCTION UNITS, AMONG WHICH ARE UNITS ON (1) SELLING AND BUYING, (2) STOCK CONTROL, (3) ADVERTISING AND MERCHANDISING, (4) STORE ORGANIZATION AND MANAGEMENT, AND (5) ECONOMICS OF DISTRIBUTION. INDIVIDUALIZED INSTRUCTION IS INCORPORATED INTO THE PROGRAM THROUGH THE USE OF TRAINING PLANS FOR 26 TYPES OF TRAINING STATIONS, WHILE GROUP INSTRUCTION IS USED FOR TEACHING THE BASIC UNDERSTANDINGS, CONCEPTS, AND SKILLS REQUIRED FOR EMPLOYMENT. MUCH USE IS MADE OF SAMPLE FORMS, ILLUSTRATIONS, AND CHARTS. (JS)

VT 011 284
SALES AND MARKETING I; A SUGGESTED COURSE GUIDE FOR PRE-EMPLOYMENT DISTRIBUTIVE EDUCATION, GRADE ELEVEN.

MINNESOTA STATE DEPT. OF EDUCATION, ST. PAUL. DISTRIBUTIVE EDUCATION UNIT.
PUB DATE - ND 188P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *COURSE DESCRIPTIONS; COURSE OBJECTIVES; *CAREER PLANNING; SECONDARY SCHOOLS; *SELF EVALUATION; SKILL DEVELOPMENT; *SALES OCCUPATIONS

ABSTRACT - FOLLOWING A STUDY OF OTHER COURSE GUIDES, AND A SURVEY OF BUSINESSMEN TO LEARN WHAT THEY EXPECT IN STUDENT EMPLOYEES, THIS COURSE GUIDE IN SALES AND MARKETING WAS PREPARED FOR HIGH SCHOOL DISTRIBUTIVE EDUCATION TEACHERS FOR USE ON THE 11TH-GRADE LEVEL. EMPHASIS IS PLACED ON SKILL DEVELOPMENT, SELF-ANALYSIS, CAREER DEVELOPMENT, AND THE DEVELOPMENT OF BASIC COMPETENCIES USEFUL IN ACQUIRING A PART-TIME JOB. OBJECTIVES, TEACHING SUGGESTIONS, AND AN OUTLINE OF COURSE CONTENT ARE GIVEN FOR THE 10 UNITS WHICH INCLUDE TOPICS ON: (1) EMPLOYABILITY, (2) SELLING TECHNIQUES, (3) HUMAN RELATIONS, (4) CAREER PLANNING, AND (5) EMPLOYMENT APPLICATION. THE COURSE IS BASED ON A 36-WEEK SCHOOL YEAR AND INCLUDES REFERENCES AND TEACHING AIDS FOR EACH UNIT. (JS)

VT 011 314
BATIS, HARRY PATTERSON, COMP.
SMALL ELECTRIC APPLIANCES; APPLIANCE SALES TRAINING.

TEXAS UNIV., AUSTIN. DISTRIBUTIVE EDUCATION INSTRUCTIONAL MATERIALS LAB.
GENERAL ELECTRIC FOUNDATION, OSSINING, N.Y. INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($6.00, COMPLETE KIT $45.00).
PUB DATE - JUN70 93P.

DESCRIPTORS - *MANUALS; *DISTRIBUTIVE EDUCATION; COOPERATIVE EDUCATION; *SALES OCCUPATIONS; *INSTRUCTIONAL MATERIALS; *ELECTRICAL APPLIANCES; STUDENT PROJECTS; BIBLIOGRAPHIES; RETAILING

ABSTRACT - THIS STUDENT MANUAL WAS PUBLISHED BY A DISTRIBUTIVE EDUCATION LABORATORY TO PROVICE TRAINING IN RETAILING SMALL ELECTRIC APPLIANCES. THE MANUAL WAS COMPILED BY A FORMER SALESMAN AND MANAGER IN CONSULTATION WITH A HOME ECONOMIST AND MANUFACTURERS. PROJECTS, QUESTIONS, AND ILLUSTRATIONS SUPPLEMENT THE 18 ASSIGNMENTS WHICH COVER THE USE, CARE, AND FEATURES OF SMALL APPLIANCES WHICH MAKE HOME TASKS EASIER, HELP PREPARE FOOD OR PROVICE COMFORT, OR HELP TO ACHIEVE BODY HYGIENE AND GOOD GROOMING. THIS WORKBOOK INCLUDES A BIBLIOGRAPHY AND A GLOSSARY AND IS ONE OF A SET OF EIGHT TRAINING MANUALS AVAILABLE AS VT 011 314-VT 011 321 (ALL IN THIS ISSUE) AND AN ANSWER BOOK FOR THE ENTIRE SET AVAILABLE FROM THE SOURCE LISTED ABOVE. (JS)

VT 011 315
BATIS, HARRY PATTERSON, COMP.
HOME ENTERTAINMENT EQUIPMENT; APPLIANCE SALES TRAINING.

TEXAS UNIV., AUSTIN, DISTRIBUTIVE EDUCATION INSTRUCTIONAL MATERIALS LAB.
GENERAL ELECTRIC FOUNDATION, OSSINING, N.Y. INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($7.00, COMPLETE KIT $45.00).
PUB DATE - JUN70 93P.

DESCRIPTORS - *MANUALS; *DISTRIBUTIVE EDUCATION; COOPERATIVE EDUCATION; *SALES OCCUPATIONS; *INSTRUCTIONAL MATERIALS; STUDENT PROJECTS; *AUDIO EQUIPMENT; BIBLIOGRAPHIES; COLOR TELEVISION; RETAILING IDENTIFIERS - *HOME ENTERTAINMENT EQUIPMENT

ABSTRACT - THIS STUDENT MANUAL WAS PUBLISHED BY A DISTRIBUTIVE EDUCATION LABORATORY TO PROVIDE TRAINING FOR SALESMEN IN RETAILING HOME ENTERTAINMENT EQUIPMENT. THE MATERIAL WAS COMPILED BY A FORMER SALESMAN AND MANAGER IN CONSULTATION WITH EDUCATORS AND BUSINESSMEN. PROJECTS, QUESTIONS, AND ILLUSTRATIONS SUPPLEMENT THE 11 ASSIGNMENTS ON (1) LEARNING OBJECTIVES, (2) RECORDED SOUND AND STEREO COMPONENTS, (3) RECORDER SYSTEMS, (4) RADIOS AND TELEVISIONS, AND (5) CABINETRY. THIS WORKBOOK INCLUDES A BIBLIOGRAPHY AND GLOSSARY AND IS ONE OF EIGHT TRAINING MANUALS AVAILABLE AS VT 011 314-VT 011 321 (ALL IN THIS ISSUE). AN ANSWER BOOK FOR THE ENTIRE SET IS AVAILABLE FROM THE SOURCE LISTED ABOVE. (JS)

VT 011 316
BURBRINK, PAULINE W., COMP., AND OTHERS
SELLING AND MANAGEMENT IN APPLIANCE RETAILING; APPLIANCE SALES TRAINING.

TEXAS UNIV., AUSTIN. DISTRIBUTIVE EDUCATION INSTRUCTIONAL MATERIALS LAB.
GENERAL ELECTRIC FOUNDATION, OSSINING, N.Y. INDUSTRIAL EDUCATION DEPARTMENT, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION,

THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($6.00, COMPLETE KIT $45.00).
PUB DATE - 70 119P.

DESCRIPTORS - *MANUALS; *DISTRIBUTIVE EDUCATION; COOPERATIVE EDUCATION; SALES OCCUPATIONS; *INSTRUCTIONAL MATERIALS; STUDENT PROJECTS; BIBLIOGRAPHIES; *RETAILING; *MANAGEMENT DEVELOPMENT

ABSTRACT - THIS STUDENT MANUAL WAS COMPILED BY PERSONNEL OF A DISTRIBUTIVE EDUCATION LABORATORY IN CONSULTATION WITH BUSINESSMEN, TO PROVIDE ON-THE-JOB SELLING AND MANAGEMENT INSTRUCTION IN APPLIANCE RETAILING. PROJECTS, QUESTIONS, AND CHARTS SUPPLEMENT THE 18 ASSIGNMENTS ON SELLING AND AREAS OF MANAGEMENT. THIS WORKBOOK INCLUDES A BIBLIOGRAPHY AND IS PART OF A SET OF EIGHT TRAINING MANUALS AVAILABLE AS VT 001 314-VT 011 321 (ALSO IN THIS ISSUE). AN ANSWER BOOK FOR THE ENTIRE SET IS AVAILABLE FROM THE SOURCE LISTED ABOVE. (JS)

VT 011 317
BURBRINK, PAULINE W., COMP.
DISHWASHERS AND DISPOSERS; APPLIANCE SALES TRAINING.

TEXAS UNIV., AUSTIN. DISTRIBUTIVE EDUCATION INDUSTRIAL MATERIALS LAB.
GENERAL ELECTRIC FOUNDATION, OSSINING, N.Y. INSTRUCTIONAL MATERIALS LABORATORY,
DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($5.00, COMPLETE KIT $45.00).
PUB DATE - 70 92P.

DESCRIPTORS - *MANUALS; *DISTRIBUTIVE EDUCATION; COOPERATIVE EDUCATION; *SALES OCCUPATIONS; *INSTRUCTIONAL MATERIALS; STUDENT PROJECTS; *ELECTRICAL APPLIANCES; BIBLIOGRAPHIES; RETAILING
IDENTIFIERS - *DISHWASHERS AND DISPOSERS

ABSTRACT - PERSONNEL OF A DISTRIBUTIVE EDUCATION LABORATORY IN CONSULTATION WITH BUSINESSES, TRADE ASSOCIATIONS, AND PUBLIC SERVICE ORGANIZATIONS, COMPILED THIS STUDENT MANUAL FOR INSTRUCTION IN SELLING DISHWASHERS AND DISPOSERS. PROJECTS, QUESTIONS, AND ILLUSTRATIONS SUPPLEMENT THE 12 LESSONS. EIGHT LESSONS COVER THE DISHWASHER--LEARNING OBJECTIVES, BENEFITS OF OWNERSHIP, INSTALLATION, USE, AND CARE, AND FOUR COVER WASTE DISPOSALS--METHODS OF DISPOSAL, DESIGN AND CONSTRUCTION, AND INCINERATORS. THIS WORKBOOK INCLUDES A BIBLIOGRAPHY AND IS PART OF A SET OF EIGHT TRAINING MANUALS AVAILABLE AS VT 011 314-VT 011 321 (ALL IN THIS ISSUE). AN ANSWER BOOK FOR THE ENTIRE SET IS AVAILABLE FROM THE SOURCE LISTED ABOVE. (JS)

VT 011 318
LUTER, ROBERT R., COMP.
COOLING AND HEATING EQUIPMENT; APPLIANCE SALES TRAINING.

TEXAS UNIV., AUSTIN. DISTRIBUTIVE EDUCATION INSTRUCTIONAL MATERIALS LAB.
GENERAL ELECTRIC FOUNDATION, OSSINING, N.Y. INSTRUCTIONAL MATERIALS LABORATORY,
DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($5.00, COMPLETE KIT $45.00).
PUB DATE - 70 86P.

DESCRIPTORS - *MANUALS; *DISTRIBUTIVE EDUCATION; COOPERATIVE EDUCATION; *SALES OCCUPATIONS; STUDENT PROJECTS; *AIR CONDITIONING EQUIPMENT; RETAILING; *INSTRUCTIONAL MATERIALS
IDENTIFIERS - *HEATING EQUIPMENT

ABSTRACT - THIS STUDENT MANUAL WAS COMPILED BY EDUCATION PERSONNEL IN A DISTRIBUTIVE EDUCATION LABORATORY, IN CONSULTATION WITH MANUFACTURERS AND TRADE ASSOCIATIONS, TO PROVIDE INSTRUCTION IN SELLING COOLING AND HEATING EQUIPMENT. PROJECTS, QUESTIONS, AND ILLUSTRATIONS SUPPLEMENT THE 17 ASSIGNMENTS, WHICH COVER MATERIAL ON EVAPORATIVE COOLERS, REFRIGERATED AIR CONDITIONING, ROOM AIR CONDITIONERS, HEAT PUMPS, HUMIDIFIERS, AND GAS AND ELECTRICAL HEATING EQUIPMENT, AND ASSISTING THE CUSTOMER. THIS WORKBOOK IS PART OF A SET OF EIGHT TRAINING MANUALS AVAILABLE AS VT 011 314-VT 011 321 (ALL IN THIS ISSUE). AN ANSWER BOOK FOR THE ENTIRE SET IS AVAILABLE FROM THE SOURCE LISTED ABOVE. (JS)

VT 011 319
LUTER, ROBERT R.
RANGES AND COOKING UNITS; APPLIANCE SALES TRAINING.

TEXAS UNIV., AUSTIN. DISTRIBUTIVE EDUCATION INSTRUCTIONAL MATERIALS LAB.
GENERAL ELECTRIC FOUNDATION, OSSINING, N.Y. INSTRUCTIONAL MATERIALS LABORATORY,
DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($6.00, COMPLETE KIT $45.00).
PUB DATE - 70 110P.

DESCRIPTORS - *MANUALS; *DISTRIBUTIVE EDUCATION; COOPERATIVE EDUCATION; *INSTRUCTIONAL MATERIALS; STUDENT PROJECTS; BIBLIOGRAPHIES; *SALES OCCUPATIONS; *RETAILING
IDENTIFIERS - *RANGES AND COOKING UNITS

ABSTRACT - THIS STUDENT MANUAL WAS COMPILED BY EDUCATION PERSONNEL IN A DISTRIBUTIVE EDUCATION LABORATORY, IN CONSULTATION WITH BUSINESSES AND TRADE ASSOCIATIONS, TO PROVIDE INSTRUCTION IN SELLING RANGES AND COOKING UNITS. PROJECTS, QUESTIONS, AND ILLUSTRATIONS SUPPLEMENT THE 11 ASSIGNMENTS WHICH COVER MATERIAL ON CUSTOMER BUYING DECISIONS, RANGE DESIGNS AND STYLES, AND SELLING THE ELECTRIC, GAS, AND ELECTRONIC RANGES. THIS WORKBOOK INCLUDES A BIBLIOGRAPHY AND IS PART OF A SET OF EIGHT TRAINING MANUALS AVAILABLE AS VT 011 314-VT 011 321 (ALL IN THIS ISSUE). AN ANSWER BOOK FOR THE ENTIRE SET IS AVAILABLE FROM THE SOURCE LISTED ABOVE. (JS)

VT 011 320
LUTER, ROBERT R., COMP.
HOME LAUNDRY EQUIPMENT; APPLIANCE SALES TRAINING.

TEXAS UNIV., AUSTIN. DISTRIBUTIVE EDUCATION INSTRUCTIONAL MATERIALS LAB.
GENERAL ELECTRIC FOUNDATION, OSSINING, N.Y.
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($7.00, COMPLETE KIT $45.00).
PUB DATE - 70 132P.

DESCRIPTORS - *MANUALS; *DISTRIBUTIVE EDUCATION; COOPERATIVE EDUCATION; *SALES OCCUPATIONS; RETAILING; *ELECTRICAL APPLIANCES; BIBLIOGRAPHIES; STUDENT PROJECTS; *INSTRUCTIONAL MATERIALS
IDENTIFIERS - *HOME LAUNDRY EQUIPMENT

ABSTRACT - THIS STUDENT MANUAL WAS COMPILED BY EDUCATION PERSONNEL IN CONSULTATION WITH MANUFACTURERS TO PROVIDE INSTRUCTION IN SELLING HOME LAUNDRY EQUIPMENT. PROJECTS, QUESTIONS, AND ILLUSTRATIONS SUPPLEMENT THE 16 ASSIGNMENTS, WHICH INCLUDE MATERIAL ON HOME LAUNDRY AIDS, INFORMATION CUSTOMERS NEED, AUTOMATIC AND NONAUTOMATIC WASHERS, THEIR USE, CARE, DESIGN, AND CONSTRUCTION, AND COMBINATION WASHER-DRYERS. THIS WORKBOOK INCLUDES A BIBLIOGRAPHY AND IS PART OF A SET OF EIGHT TRAINING MANUALS AVAILABLE AS VT 011 314-VT 011 321 (ALL IN THIS ISSUE). AN ANSWER BOOK FOR THE ENTIRE SET IS AVAILABLE FROM THE SOURCE LISTED ABOVE. (JS)

VT 011 321
LUTER, ROBERT R., COMP.
REFRIGERATORS AND FREEZERS; APPLIANCE SALES TRAINING.

TEXAS UNIV., AUSTIN. DISTRIBUTIVE EDUCATION INSTRUCTIONAL MATERIALS LAB.
GENERAL ELECTRIC FOUNDATION, OSSINING, N.Y.
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($5.00, COMPLETE KIT $45.00).
PUB DATE - 70 88P.

DESCRIPTORS - *MANUALS; *DISTRIBUTIVE EDUCATION; COOPERATIVE EDUCATION; *SALES OCCUPATIONS; RETAILING; STUDENT PROJECTS; BIBLIOGRAPHIES; *REFRIGERATION; *INSTRUCTIONAL MATERIALS
IDENTIFIERS - *REFRIGERATORS AND FREEZERS

ABSTRACT - THIS STUDENT MANUAL WAS COMPILED BY EDUCATION PERSONNEL IN CONSULTATION WITH MANUFACTURERS AND OTHERS, TO PROVIDE INSTRUCTION IN SELLING REFRIGERATORS AND FREEZERS. PROJECTS, QUESTIONS, AND ILLUSTRATIONS SUPPLEMENT THE 16 ASSIGNMENTS WHICH INCLUDE MATERIAL IN FOOD PRESERVATION, ELECTRO-MECHANICAL AND GAS ABSORPTION SYSTEMS, CABINET DESIGN AND CONSTRUCTION, USE AND CARE OF EQUIPMENT, AND SELLING HOME FREEZERS. THIS IS PART OF A SET OF EIGHT TRAINING MANUALS AVAILABLE AS VT 011 314-VT 013 321 (ALL IN THIS ISSUE). AN ANSWER BOOK FOR THE ENTIRE SET IS AVAILABLE FROM THE SOURCE LISTED ABOVE. (JS)

VT 011 367
SALESMAN; SUGGESTED GUIDE FOR A TRAINING COURSE.

RUTGERS, THE STATE UNIV., NEW BRUNSWICK, N.J. CURRICULUM LAB.
OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C. DIV. OF MANPOWER DEVELOPMENT AND TRAINING
PUB DATE - 67 61P.

DESCRIPTORS - *TEACHING GUIDES; *PROGRAM GUIDES; *CURRICULUM DEVELOPMENT; *SALES OCCUPATIONS; INSTRUCTIONAL MATERIALS; POST SECONDARY EDUCATION; BUSINESS EDUCATION; *DISTRIBUTIVE EDUCATION

ABSTRACT - THIS GUIDE WAS PREPARED TO ASSIST ADMINISTRATORS AND TEACHERS IN PREPARING COURSE CONTENT FOR A POSTSECONDARY SALES TRAINING PROGRAM BY PROVIDING: (1) AN OVERVIEW OF THE COURSE, (2) SOURCES OF VISUAL AIDS, (3) SUGGESTED CLASSROOM FACILITIES, (4) A GLOSSARY, AND (5) A BIBLIOGRAPHY. THE 12 UNITS INCLUDE MATERIAL ON: (1) THE BASIC PRINCIPLES OF SELLING, (2) THE SALES PROCESS, (3) METHODS OF INCREASING SALES, (4) APPLIED ARITHMETIC, (5) ETHICAL SELLING, AND (6) SELF-IMPROVEMENT. OBJECTIVES, UNIT OUTLINE, REFERENCES, AND SUGGESTED INSTRUCTIONAL PROCEDURES AND WORK ASSIGNMENTS ARE INCLUDED IN EACH UNIT. THE COURSE IS DESIGNED FOR A 10-WEEK PERIOD OF 30 HOURS PER WEEK. THE INSTRUCTOR SHOULD HAVE PRACTICAL EXPERIENCE IN SALES. (JS)

VT 011 477
NAUMANN, F.D., AND OTHERS
GUIDELINES FOR HANDLING PREPACKAGED MEAT IN RETAIL STORES. MANUAL 64, REPRINT 5/70/5M.

MISSOURI UNIV., COLUMBIA. EXTENSION DIV.
AGRICULTURAL RESEARCH SERVICE (DOA), WASHINGTON, D.C.
PUB DATE - ND 16P.

DESCRIPTORS - *RESOURCE MATERIALS; *DISTRIBUTIVE EDUCATION; *FOOD PROCESSING OCCUPATIONS; FOOD STANDARDS; *MEAT; *FOOD STORES

ABSTRACT - INTENDED TO AID RETAIL STORE MEAT DEPARTMENT MANAGERS IN MAINTAINING EFFICIENT, SANITARY MEAT DEPARTMENTS, THIS PAMPHLET PRESENTS METHODS OF INCREASING PRODUCT DISPLAY LIFE AND THUS REDUCING REWRAPS, LABOR WASTE, AND PRODUCT LOSS. CONTENTS PROVIDE GENERAL INFORMATION ON MEAT COLOR AND DISCOLORATION AND BACTERIA FOLLOWED BY SUGGESTED STEPS TO INCREASE DISPLAY LIFE OF MEAT, INCLUDING A SUGGESTED DEPARTMENT CLEANING SCHEDULE, SANITATION RECOMMENDATIONS, AND TEMPERATURE AND PRODUCT CARE. A BRIEF REFERENCE LIST IS GIVEN. (AW)

VT 011 529 ED 041 171
BRISCOE, ALBERT J.; ANDERSON, FLOYD L.
DRY CLEANING, COURSE DESCRIPTION.

MINNEAPOLIS PUBLIC SCHOOLS, MINN. WORK OPPORTUNITY CENTER.
OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C. BUREAU OF RESEARCH
OEC-3-6-000383-0848 OB
BR-5-0187
PUB DATE - 69 39P.

DESCRIPTORS - *VOCATIONAL EDUCATION; *DISADVANTAGED YOUTH; *CURRICULUM GUIDES; DROPOUT PROGRAMS; EDUCATIONAL INNOVATION; *UNEMPLOYED; TEACHING TECHNIQUES; MOTIVATION TECHNIQUES; INDIVIDUALIZED INSTRUCTION; OUT OF SCHOOL YOUTH; COURSE DESCRIPTIONS; COURSE OBJECTIVES; *SERVICE OCCUPATIONS; ANNOTATED BIBLIOGRAPHIES
IDENTIFIERS - MINNESOTA WORK OPPORTUNITY CENTER; *ELEMENTARY SECONDARY EDUCATION ACT TITLE III; ESEA TITLE III

ABSTRACT - THIS COURSE DESCRIPTION WAS DEVELOPED BY EDUCATORS FOR USE AT THE WORK OPPORTUNITY CENTER WHICH WAS ESTABLISHED TO TEACH HIGH SCHOOL DROPOUTS AND/OR HARD-CORE UNEMPLOYED YOUTH. THE ULTIMATE OBJECTIVES OF THIS COURSE ARE TO PREPARE STUDENTS FOR EMPLOYMENT IN DRY CLEANING OCCUPATIONS AND TO ASSIST THEM IN COMPLETING THEIR HIGH SCHOOL GRADUATION REQUIREMENTS. INSTRUCTION IN MARKING, INVOICING, AND CUSTOMER SERVICE IS ON AN INDIVIDUALIZED BASIS CONDUCTED IN AN INNOVATIVE ATMOSPHERE OF "LEARNING BY DOING." INCLUDED IN THIS COURSE DESCRIPTION ARE A PROGRAM EVALUATION, AN ANNOTATED BIBLIOGRAPHY, TEACHING TECHNIQUES AND MATERIALS, AND CASE STUDIES. RELATED MATERIALS ARE AVAILABLE AS VT 011 518-VT 011 533 IN THIS ISSUE, AND VT 006 714 (ARM SUMMER 1970). (JS)

VT 011 530 ED 041 172
BOYER, JEROME L.; ANDERSON, FLOYD L.
MARKETING AND MERCHANDISING, COURSE DESCRIPTION.

MINNEAPOLIS PUBLIC SCHOOLS, MINN. WORK OPPORTUNITY CENTER.
OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C. BUREAU OF RESEARCH
OEG-3-6-000383-0848 08
BR-5-0187
PUB DATE - 69 40P.

DESCRIPTORS - *CURRICULUM GUIDES; *DISTRIBUTIVE EDUCATION; COURSE DESCRIPTIONS; COURSE OBJECTIVES; EDUCATIONAL INNOVATION; *DROPOUT REHABILITATION; UNEMPLOYED; TEACHING TECHNIQUES; MOTIVATION TECHNIQUES; INDIVIDUALIZED INSTRUCTION; ANNOTATED BIBLIOGRAPHIES; *DISADVANTAGED YOUTH; OUT OF SCHOOL YOUTH; *MARKETING; DROPOUT PROGRAMS
IDENTIFIERS - MINNESOTA WORK OPPORTUNITY CENTER; *ELEMENTARY SECONDARY EDUCATION ACT TITLE III; ESEA TITLE III

ABSTRACT - THIS COURSE DESCRIPTION WAS DEVELOPED BY EDUCATORS FOR USE AT THE WORK OPPORTUNITY CENTER WHICH WAS ESTABLISHED TO TEACH HIGH SCHOOL DROPOUTS AND/OR HARD-CORE UNEMPLOYED YOUTH. THE ULTIMATE OBJECTIVES OF THE MARKETING AND MERCHANDISING CURRICULUM ARE TO PREPARE STUDENTS FOR CAREERS IN DISTRIBUTION AND TO ASSIST THEM IN GRADUATING FROM HIGH SCHOOL. INSTRUCTION INCLUDES TOPICS ON RETAILING, THE SALES PROCESS, AND HUMAN RELATIONS ON AN INDIVIDUALIZED BASIS CONDUCTED IN AN INNOVATIVE ATMOSPHERE OF "LEARNING BY DOING." FEATURES OF THIS COURSE DESCRIPTION INCLUDE A PROGRAM EVALUATION, AN ANNOTATED BIBLIOGRAPHY, A SUMMARY OF TEACHING TECHNIQUES AND MATERIALS, AND CASE STUDIES. RELATED DOCUMENTS ARE AVAILABLE AS VT 011 518-VT 011 533 IN THIS ISSUE AND VT 006 714 (ARM SUMMER 1970). (JS)

VT 011 545
GOODWIN, ALLAN
GUIDELINES FOR DEVELOPING POST-SECONDARY DISTRIBUTIVE EDUCATION IN NEW JERSEY.

MERCER COUNTY COMMUNITY COLL., TRENTON, N.J.
RUTGERS, THE STATE UNIV., NEW BRUNSWICK, N.J. CURRICULUM LAB.
NEW JERSEY STATE DEPT. OF EDUCATION, TRENTON. DIV. OF VOCATIONAL EDUCATION
VOCATIONAL-TECHNICAL CURRICULUM LABORATORY, RUTGERS UNIVERSITY, BUILDING 4103, KILMER CAMPUS, NEW BRUNSWICK, NEW JERSEY 08903.
PUB DATE - APR70 25P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *PROGRAM GUIDES; *COMMUNITY COLLEGES; *SCHOOL ROLE; *PROGRAM PLANNING; TEACHER AIDES; TRANSFER PROGRAM; MANAGEMENT EDUCATION

ABSTRACT - DEVELOPED BY AN ASSOCIATE PROFESSOR, THIS DOCUMENT SUGGESTS A SERIES OF POSTSECONDARY PROGRAMS AS GUIDELINES FOR DEVELOPING DISTRIBUTIVE EDUCATION PROGRAMS IN COMMUNITY COLLEGES. CURRICULUMS AND TIME SCHEDULES ARE SUGGESTED FOR THE FOLLOWING: (1) MID-MANAGEMENT CAREER PROGRAMS, (2) TRANSFER PROGRAMS, AND (3) TEACHER-AIDE PROGRAMS. SUGGESTIONS ARE GIVEN FOR IMPLEMENTING THE PROGRAMS AND SAMPLE SPECIALIZED PROGRAMS ARE APPENDED. (JS)

VT 011 682
WYOMING COOPERATIVE OCCUPATIONAL EDUCATION WORKSHOP MATERIAL.

WYOMING STATE DEPT. OF EDUCATION, CHEYENNE. OCCUPATIONAL EDUCATIONAL SECTION.
PUB DATE - 1AUG70 88P.

DESCRIPTORS - *MANUALS; BUSINESS EDUCATION; *DISTRIBUTIVE EDUCATION; *INSTRUCTOR COORDINATORS; *COOPERATIVE PROGRAMS; *TEACHER ROLE; STUDENT NEEDS; PROGRAM PLANNING

ABSTRACT - THIS MANUAL WAS COMPILED THROUGH A SPECIAL WORKSHOP AND SHOULD BE OF INTEREST TO SCHOOL ADMINISTRATORS AND TEACHER-COORDINATORS INVOLVED WITH A COOPERATIVE EDUCATION PROGRAM. SPECIFICALLY DIRECTED TO THE TEACHER-COORDINATOR, THIS DATA INCLUDES INFORMATION ON: (1) TYPES OF COOPERATIVE PROGRAMS, (2) DUTIES AND EDUCATIONAL QUALIFICATIONS OF A TEACHER-COORDINATOR, (3) ADULT COOPERATIVE EDUCATION, (4) IMPORTANCE OF THE LOCAL ADVISORY COMMITTEE, (5) STUDENT REQUIREMENTS, AND (6) LEGAL REQUIREMENTS OF A COOPERATIVE EDUCATION PROGRAM. ALSO INCLUDED ARE SAMPLE FORMS USED BY TEACHER-COORDINATORS SUCH AS THE MONTHLY ACTIVITY FORM, INTERVIEW FORM, AND THE STUDENT APPLICATION FORM. (JS)

VT 011 698
KRONE, PAUL R.
STARTING AND MANAGING A RETAIL FLOWER SHOP. THE STARTING AND MANAGING SERIES, VOLUME 18.

SMALL BUSINESS ADMINISTRATION, WASHINGTON,

D.C.
SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING OFFICE, WASHINGTON, D.C. 20402 (S8A1.15:18, $.55).
PUB DATE - 70 129P.

DESCRIPTORS - *SUPPLEMENTARY TEXTBOOKS; *DISTRIBUTIVE EDUCATION; *ORNAMENTAL HORTICULTURE; *FLORICULTURE; *BUSINESS SKILLS; MANAGEMENT; BUSINESS ADMINISTRATION; RETAILING; BIBLIOGRAPHIC CITATIONS; ADMINISTRATIVE PROBLEMS

ABSTRACT - PREPARED TO GIVE A GENERAL IDEA OF WHAT IS REQUIRED TO SET UP AND MANAGE A FLOWER SHOP, THIS BOOK, AUTHORED BY A PROFESSOR AT MICHIGAN STATE UNIVERSITY, POINTS OUT SOME OF THE PROBLEMS AND REWARDS THAT CAN BE EXPECTED AND WHERE TO GET MORE DETAILED INFORMATION. TOPICS ARE: (1) A LOOK AT THE FLORIST BUSINESS, (2) LOCATING THE BUSINESS, (3) DECIDING ON A NEW OR GOING BUSINESS, (4) FINANCING YOUR BUSINESS, (5) TYPES OF BUSINESS OWNERSHIP, (6) PLANNING THE SHOP, (7) EQUIPMENT FOR A FLOWER SHOP, (8) PLANNING YOUR REFRIGERATORS, (9) LIGHTING THE STORE, (10) BUYING FOR THE FLOWER SHOP, (11) CARE OF FLOWERS, (12) THE PERSONNEL, (13) POINTERS ON SELLING, (14) ADVERTISING AND PROMOTION, (15) PRICING YOUR MERCHANDISE, (16) FINANCIAL MANAGEMENT, (17) A GREENHOUSE, (18) FLOWERS BY WIRE, AND (19) WHERE TO GET MORE INFORMATION. INFORMATION LISTINGS INCLUDE PERIODICALS, WIRE SERVICES, ASSOCIATIONS, U.S. GOVERNMENT PUBLICATIONS, AND BOOKS ON MANAGEMENT AND FLORAL DESIGN. (GB)

VT 011 717
CAREER INFORMATION: MARKETING AND DISTRIBUTION.

AMERICAN VOCATIONAL ASSOCIATION, WASHINGTON, D.C.
AMERICAN VOCATIONAL ASSOCIATION, 1510 H STREET, N.W., WASHINGTON, D.C. 20005 (SINGLE COPIES, $.80).
PUB DATE - 70 33P.DRAWN FROM A MASTER'S THESIS SUBMITTED TO NORTHERN ILLINOIS UNIVERSITY.

DESCRIPTORS - *BIBLIOGRAPHIES; *DISTRIBUTIVE EDUCATION; *MARKETING; *RESOURCE MATERIALS; DIRECTORIES; *OCCUPATIONAL INFORMATION; CAREER PLANNING; OCCUPATIONAL GUIDANCE

ABSTRACT - PREPARED FOR GUIDANCE AND DISTRIBUTIVE EDUCATION PERSONNEL, THIS BIBLIOGRAPHY CONTAINS A COPY OF EVERY KNOWN CAREER PUBLICATION IN THE FIELD OF DISTRIBUTION AND MARKETING AVAILABLE FROM SEPTEMBER 1968 TO APRIL 1969. ARRANGED IN A TABULAR FORMAT AND USING THE OFFICE OF EDUCATION INSTRUCTIONAL PROGRAM CLASSIFICATION, THE DOCUMENTS ARE GROUPED INTO 23 CATEGORIES INCLUDING: (1) ADVERTISING SERVICES, (2) AUTOMOTIVE, (3) FOOD SERVICES, (4) INDUSTRIAL MARKETING, (5) INSURANCE, (6) PETROLEUM, (7) TRANSPORTATION, AND (8) WHOLESALE TRADE, OTHER. THE ENTRIES IN THE TABLES ARE FURTHER GROUPED AS BEING HIGHLY RECOMMENDED, RECOMMENDED, OR USEFUL AND INCLUDE DATA PERTAINING TO THE: (1) TITLE AND SOURCE OF PUBLICATION, (2) TYPE, (3) PUBLICATION DATE, (4) NUMBER OF PAGES, (5) PRICE, (6) VOCABULARY LEVEL, AND (7) NATIONAL VOCATIONAL GUIDANCE ASSOCIATION PERCENTILE RATING. ALSO INCLUDED IN INFORMATION ON CAREER MONOGRAPHS, REFERENCE MATERIALS AND A DIRECTORY OF PUBLISHERS. CONTENT FOR THIS REPORT WAS DRAWN FROM A 1969 THESIS ENTITLED "IDENTIFICATION AND EVALUATION OF PUBLISHED CAREER INFORMATION IN DISTRIBUTIVE AND OFFICE OCCUPATIONS," NORTHERN ILLINOIS UNIVERSITY. A RELATED DOCUMENT IS AVAILABLE AS VT 011 716 (ALSO IN THIS ISSUE). (JS)

VT 011 782
JOHNSON, DEANNA, AND OTHERS
DETECTING AND SOLVING HUMAN RELATIONS PROBLEMS.

KANSAS STATE TEACHERS COLL., EMPORIA.
KANSAS STATE BOARD FOR VOCATIONAL EDUCATION, TOPEKA. DISTRIBUTIVE EDUCATION SERVICE.
DISTRIBUTIVE EDUCATION, KANSAS STATE TEACHERS COLLEGE, 12TH AND COMMERCIAL, EMPORIA, KANSAS 66801 ($4.00).
PUB DATE - OCT68 91P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; SELF EVALUATION; *INDIVIDUALIZED INSTRUCTION; *HUMAN RELATIONS; PROBLEM SOLVING; *MANAGEMENT DEVELOPMENT; MANAGEMENT EDUCATION; *PROGRAMED TEXTS; METHODOLOGY

ABSTRACT - AIMED AT ASSISTING THE PROSPECTIVE MARKETING MANAGER IN SOLVING HUMAN RELATIONS PROBLEMS, THIS PROGRAMED TEXT WAS DEVELOPED FOR USE IN A DISTRIBUTIVE EDUCATION PROGRAM. MAJOR FEATURES OF THE TEXT ARE THAT IT IS SELF-INSTRUCTIONAL, IT IS WRITTEN ON THE 10TH GRADE READING LEVEL, AND IT REQUIRES ONLY 3-5 HOURS FOR COMPLETION. USE IS ALSO MADE OF THE BLOCK FORMAT, CHAPTER EXERCISES, AND TWO CASE STUDIES. FOLLOWING AN INTRODUCTORY CHAPTER ARE CHAPTERS ENTITLED: (1) GET THE FACTS, (2) WEIGH AND DECIDE, (3) TAKE ACTION, (4) CHECK RESULTS, AND (5) BUILDING GOOD HUMAN RELATIONS. THIS MATERIAL HAS BEEN TESTED AND EVALUATED BY SECONDARY AND POSTSECONDARY STUDENTS. (JS)

VT 011 840
ESHELBY, DON
BIBLIOGRAPHY OF DISTRIBUTIVE EDUCATION DOCUMENTS AS LISTED IN ABSTRACTS OF INSTRUCTIONAL MATERIALS IN VOCATIONAL AND TECHNICAL EDUCATION (AIM) FALL, 1967 TO FALL, 1969.

NORTH DAKOTA UNIV., GRAND FORKS. VOCATIONAL EDUCATION RESEARCH INFORMATION CENTER.
PUB DATE - JUN70 27P.

DESCRIPTORS - *BIBLIOGRAPHIES; *DISTRIBUTIVE EDUCATION; *RESOURCE MATERIALS; RETAILING; MERCHANDISING; *INSTRUCTIONAL MATERIALS; CURRICULUM PLANNING; PROGRAM PLANNING; *EDUCATIONAL RESEARCH; PROGRAM DEVELOPMENT

ABSTRACT - THIS BIBLIOGRAPHY PRESENTS APPROXIMATELY 170 CITATIONS OF INSTRUCTIONAL MATERIALS PERTAINING TO DISTRIBUTIVE EDUCATION AREAS SUCH AS RETAILING, JOB ANALYSIS, AND CURRICULUM DEVELOPMENT. THE ENTRIES WERE COMPILED FROM "ABSTRACTS OF

INSTRUCTIONAL MATERIALS" (AIM) FALL 1967, TO FALL 1969. AIM IS THE QUARTERLY PUBLICATION OF THE OHIO STATE UNIVERSITY WHICH ANNOUNCES THE AVAILABILITY OF INSTRUCTIONAL MATERIALS ACQUIRED AND PROCESSED BY THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) CLEARINGHOUSE ON VOCATIONAL AND TECHNICAL EDUCATION. ARRANGED IN NUMERICAL ORDER BY ACCESSION NUMBER, THE ENTRIES INCLUDE AUTHOR, TITLE, DATE, NUMBER OF PAGES, AVAILABILITY INFORMATION, AND THE ISSUE OF AIM IN WHICH A BRIEF ABSTRACT APPEARS. ORDERING INSTRUCTIONS ARE INCLUDED. (JS)

VT 011 901
INDEX OF SUPER MARKET ARTICLES, 1969. VOLUME 14.

SUPER MARKET INST., INC., CHICAGO, ILL.
SUPER MARKET INSTITUTE, INC., 200 EAST ONTARIO STREET, CHICAGO, ILLINOIS 60611.
PUB DATE - 70 73P.

DESCRIPTORS - *ANNUAL REPORTS; *INDEXES (LOCATERS); *CATALOGS; ANNOTATED BIBLIOGRAPHIES; PERIODICALS; DISTRIBUTIVE EDUCATION; REFERENCE MATERIALS; *FOOD SERVICE INDUSTRY; *FOOD STORES

ABSTRACT - ONE OF A CONTINUING SERIES OF ANNUAL REPORTS PREPARED BY THE SUPER MARKET INSTITUTE'S INFORMATION SERVICE, CATALOGING SELECTED ARTICLES ABOUT SUPER MARKET OPERATIONS AND THE FOOD SERVICE INDUSTRY, THIS INDEX SERVES SUPER MARKET OPERATORS AND SUPPLIERS AS A GUIDE TO RECENTLY PUBLISHED ARTICLES ABOUT THE SUPER MARKET INDUSTRY. CONTENTS INCLUDE OVER 650 SINGLE ARTICLES AND SERIES OF ARTICLES PUBLISHED IN 1969 IN 27 PERIODICALS, INCLUDING FOOD RETAILING, GENERAL BUSINESS AND MARKETING, AND THE SUPER MARKET INSTITUTE'S OWN PUBLICATIONS. ARTICLES ARE GROUPED UNDER 73 MAJOR SUBJECT CATEGORIES AND ARE ARRANGED WITHIN EACH CATEGORY IN REVERSE CHRONOLOGICAL ORDER, WITH THE MOST RECENTLY PUBLISHED ARTICLES MENTIONED FIRST. REFERENCES PROVIDE TITLE OF THE ARTICLE, SOURCE PUBLICATION, PUBLICATION DATE, PAGE NUMBER, AUTHORS AND THEIR AFFILIATES IF INDICATED, AND SOME BRIEF ANNOTATIONS. AN EXTENSIVE CROSS REFERENCE INDEX IS ALSO INCLUDED. AN EARLIER REPORT IN THE SERIES IS AVAILABLE AS VT 009 991 (AIM SUMMER 1970). (AW)

VT 012 085
MERCHANDISING, SALES TRAINING PROMOTION AND WINDOW IDEAS FOR SWIMWEAR.

NATIONAL KNITTED OUTERWEAR ASSOCIATION, NEW YORK, N.Y. SWIMWEAR DIV.
PUB DATE - ND 30P.

DESCRIPTORS - *RESOURCE MATERIALS; *DISTRIBUTIVE EDUCATION; *MERCHANDISING; *RETAILING; *SALESMANSHIP; SALES OCCUPATIONS; SALES WORKERS
IDENTIFIERS - *SWIMWEAR

ABSTRACT - THIS BROCHURE IS DESIGNED TO AID RETAIL MANAGEMENT AND SALES PERSONNEL IN FORMULATING AND CONDUCTING EFFECTIVE SALES PROMOTIONAL PROGRAMS FOR SWIMWEAR. CONTENTS INCLUDE: (1) GENERAL INFORMATION ON THE SWIMWEAR MARKET, (2) BASIC FACTS ON VARIOUS FIBERS USED IN SWIMWEAR, (3) TIPS ON SELLING SWIMWEAR, (4) SALES TRAINING AND TECHNIQUES, (5) HOW TO DEAL WITH COMPLAINTS ON SWIMWEAR, (6) STYLES AND TYPES OF SWIMWEAR, (7) DISPLAY IDEAS FOR BOTH STORE INTERIOR AND WINDOW, (8) CARE OF SWIMWEAR, AND (9) PROMOTIONAL IDEAS, SUCH AS FASHION SHOWS, USE OF POPULAR SPORTS THEMES, AND TRAVEL AND VACATION PROGRAMS. THE PAMPHLET IS ILLUSTRATED WITH NUMEROUS DRAWINGS. (AW)

VT 012 086
KISKI, LOUISE NICHOLSON, COMP.
WOMEN'S READY-TO-WEAR; A DISTRIBUTIVE EDUCATION MANUAL.

TEXAS UNIV., AUSTIN. DISTRIBUTIVE EDUCATION INSTRUCTIONAL MATERIALS LAB.
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712.
PUB DATE - 70 157P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *MANUALS; *INSTRUCTIONAL MATERIALS; *MERCHANDISING; *ASSIGNMENTS; RESOURCE MATERIALS; GLOSSARIES; STUDENT PROJECTS; RETAILING

ABSTRACT - DEVELOPED THROUGH THE INSTRUCTIONAL MATERIALS LABORATORY AT THE UNIVERSITY OF TEXAS, THIS STUDENT MANUAL IS FOR A HIGH SCHOOL DISTRIBUTIVE EDUCATION PROGRAM AND INCLUDES 24 ASSIGNMENTS RELATED TO SELLING WOMEN'S READY-TO-WEAR. SECTIONS ARE: (1) MERCHANDISE INFORMATION, (2) STOCKKEEPING, (3) SELLING READY-TO-WEAR, AND (4) FIBERS AND FABRICS. ALSO INCLUDED ARE A LIST OF ASSIGNMENTS FOUND IN THE "FIBERS AND FABRICS" MANUAL, A GLOSSARY, TAILORING TERMS, FASHION DEFINITIONS, AND THE AMERICAN FASHION CALENDAR. AN ANSWER BOOK FOR "WOMEN'S READY-TO-WEAR" IS AVAILABLE FROM THE SOURCE OF AVAILABILITY LISTED ABOVE, AND THE "FIBERS AND FABRICS" MANUAL IS AVAILABLE AS VT 001 095 (AIM SPRING 1968). (JS)

VT 012 089
LISTON, LOVIC H., COMP.
MENSWEAR; A DISTRIBUTIVE EDUCATION MANUAL.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712.
PUB DATE - 70 94P.

DESCRIPTORS - *STUDY GUIDES; TEXTBOOKS; *DISTRIBUTIVE EDUCATION; *MERCHANDISING; *SALESMANSHIP; *CLOTHING; SECONDARY GRADES
IDENTIFIERS - *MENSWEAR

ABSTRACT - A REVISION OF VT 000 184 (AIM SPRING 1968), THIS MANUAL PROVIDES INDIVIDUAL INSTRUCTION FOR DISTRIBUTIVE EDUCATION STUDENTS STUDYING MERCHANDISING OF MENSWEAR. CONTENTS INCLUDE 18 ASSIGNMENTS COVERING: (1) INTRODUCTION TO THE INDUSTRY, (2) PERSONAL

APPEARANCE AND CHARACTERISTICS OF SALESMEN, (3) DUTIES, (4) LOCATING NEEDED INFORMATION, (5) TYPES OF FIBERS USED IN MENSWEAR, (6) WEAVES, PATTERNS, AND COLORS, (7) SUIT CONSTRUCTION, (8) STYLES, MODELS, AND SIZES, (9) HOW TO SHOW AND FIT VARIOUS ARTICLES OF APPAREL, (10) ALTERATIONS, (11) SPORTSWEAR, OUTERWEAR, AND FORMAL WEAR, AND (12) SALES TECHNIQUES AND TIPS. ASSIGNMENTS PROVIDE CONTENT, QUESTIONS TO BE ANSWERED, TERMS TO BE LEARNED, AND SUGGESTED LEARNING PROJECTS. A BIBLIOGRAPHY IS ALSO INCLUDED, AND THE MANUAL IS ILLUSTRATED WITH NUMEROUS PHOTOGRAPHS AND DRAWINGS. AN ANSWER BOOK MAY BE OBTAINED FROM THE SOURCE OF AVAILABILITY INDICATED FOR THIS DOCUMENT. (AW)

VT 012 234
CURRICULUM GUIDE AND HANDBOOK FOR VOCATIONAL DISTRIBUTIVE EDUCATION.

WEST VIRGINIA STATE BOARD OF EDUCATION, CHARLESTON. BUSINESS, OFFICE, AND DISTRIBUTIVE EDUCATION.
PUB DATE - 69 94P.

DESCRIPTORS - *CURRICULUM GUIDES; *DISTRIBUTIVE EDUCATION; *INSTRUCTOR COORDINATORS; *COOPERATIVE EDUCATION; *METHODS; GUIDANCE PROGRAMS; PROGRAM EVALUATION; RESOURCE MATERIALS; YOUTH CLUBS; ADULT EDUCATION; STUDENT PROJECTS; CURRICULUM; PROGRAM PLANNING

ABSTRACT - DEVELOPED TO DEFINE AND CLASSIFY SECONDARY SCHOOL PREPARATORY CURRICULUMS IN DISTRIBUTIVE EDUCATION, THIS CURRICULUM GUIDE AND HANDBOOK SHOULD BE MOST USEFUL TO THE COORDINATOR TEACHER AND TO THE GUIDANCE COUNSELOR. ACCOMPANYING THE INTRODUCTORY SECTION AND THE RESOURCE SECTION IS INFORMATION ON THE FOLLOWING: (1) AREAS OF INSTRUCTION IN PREPARATORY CURRICULUM, (2) ORGANIZATION AND ADMINISTRATION OF THE ADULT PROGRAM, (3) THE DISTRIBUTIVE EDUCATION COORDINATOR, (4) THE HIGH SCHOOL GUIDANCE PLAN, (5) ORGANIZATION AND OPERATION OF THE DISTRIBUTIVE EDUCATION COOPERATIVE HIGH SCHOOL PROGRAM, (6) ORGANIZATION AND OPERATION OF THE DISTRIBUTIVE EDUCATION PROJECT METHOD, (7) THE DISTRIBUTIVE EDUCATION CLUB PROGRAM, AND (8) EVALUATION OF THE DISTRIBUTIVE EDUCATION PROGRAM. THIS GUIDE AND HANDBOOK ALSO INCLUDES FLOOR PLANS FOR CLASSROOMS, OFFICES, WORKROOMS, CONFERENCES, STORAGE, AND DISPLAY AREAS. (JS)

VT 012 390
CAREERS IN RETAILING.

OHIO STATE COUNCIL OF RETAIL MERCHANTS, COLUMBUS.
OHIO STATE COUNCIL OF RETAIL MERCHANTS, 71 EAST STATE STREET, COLUMBUS, OHIO 43215.
PUB DATE - NC 29P.

DESCRIPTORS - *OCCUPATIONAL INFORMATION; *RETAILING; *DISTRIBUTIVE EDUCATION; *CAREER OPPORTUNITIES; *EMPLOYMENT OPPORTUNITIES; CAREERS; EMPLOYMENT QUALIFICATIONS

ABSTRACT - PREPARED BY THE OHIO STATE COUNCIL OF RETAIL MERCHANTS, THIS PAMPHLET PRESENTS BRIEF RESUMES ON 45 DIFFERENT CAREERS IN RETAILING, GROUPED UNDER NINE MAJOR AREAS IN THE FIELD. AREAS COVERED ARE: (1) MANAGERIAL AND SUPERVISORY, (2) PROFESSIONAL, INCLUDING SUCH CAREERS AS ACCOUNTANTS, ELECTRONIC DATA PROCESSING, DECORATORS, VARIOUS TYPES OF SALESMEN, WATCH REPAIRMEN, AND PRINTERS, (3) ADVERTISING, INCLUDING COPYWRITERS, ARTISTS, PHOTOGRAPHERS, PUBLIC RELATIONS, AND PROTECTION, (4) DISPLAY, INCLUDING DESIGNERS, GRAPHIC ARTISTS, FASHION STYLISTS, WINDOW TRIMMERS, AND PAINTERS, (5) OFFICE AND CLERICAL, SUCH AS AUDITORS, SECRETARIES, AND BUSINESS MACHINES OPERATORS, (6) SKILLED CRAFTSMEN, INCLUDING TELEVISION AND RADIO REPAIRMEN, APPLIANCE REPAIRMEN, FURNITURE FINISHERS, AND TAILORS, (7) TECHNICIANS, SUCH AS NURSES, CASH REGISTER REPAIRMEN, AND DRAFTSMEN, (8) SEMI-SKILLED CRAFTSMEN, SUCH AS AUTO REPAIRMEN, TRUCK DRIVERS, SEAMSTRESSES, COOKS, AND PRESSERS, AND (9) LABOR, INCLUDING STOCKMEN AND WAREHOUSEMEN. BRIEF RESUMES PROVIDE INFORMATION ON DUTIES, RESPONSIBILITIES, EDUCATIONAL OR TRAINING REQUIREMENTS, OUTLOOK FOR THE FUTURE, AND PROBABLE SALARY RANGES FOR EACH OCCUPATION. (AW)

VT 012 634
SOUTH CAROLINA DISTRIBUTIVE EDUCATION STUDENT HANDBOOK.

CLEMSON UNIV., S.C. VOCATIONAL EDUCATION MEDIA CENTER.
SOUTH CAROLINA STATE DEPT. OF EDUCATION, COLUMBIA. DISTRIBUTIVE EDUCATION SECTION
VOCATIONAL EDUCATION MEDIA CENTER, CLEMSON UNIVERSITY, CLEMSON, SOUTH CAROLINA 29631 ($.50).
PUB DATE - 69 19P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *MANUALS; *ORIENTATION MATERIALS; RESOURCE MATERIALS; INSTRUCTIONAL MATERIALS; YOUTH CLUBS; *PROGRAM DESCRIPTIONS; *STUDENT ROLE

ABSTRACT - DEVELOPED TO EXPLAIN DISTRIBUTIVE EDUCATION TO THE BEGINNING STUDENT, THIS HANDBOOK IS DIVIDED INTO THE FOLLOWING SECTIONS: (1) DUTIES AND RESPONSIBILITIES OF A DISTRIBUTIVE EDUCATION STUDENT, (2) CURRICULUM PATTERNS IN DISTRIBUTIVE EDUCATION, (3) THE CLASS AS A LABORATORY, (4) CODE OF ETHICS, (5) ON THE JOB, (6) PROGRESS REPORT, (7) THE DISTRIBUTIVE EDUCATION CLUB, (8) YOUR FUTURE THROUGH DISTRIBUTIVE EDUCATION, AND (9) DATES TO REMEMBER. (JS)

VT 012 642
BULLETIN BOARD IDEAS FOR DISTRIBUTIVE EDUCATION.

CLEMSON UNIV., S.C. VOCATIONAL EDUCATION MEDIA CENTER.
SOUTH CAROLINA STATE DEPT. OF EDUCATION, COLUMBIA. DISTRIBUTIVE EDUCATION SECTION.
VOCATIONAL EDUCATION MEDIA CENTER, CLEMSON UNIVERSITY, CLEMSON, SOUTH CAROLINA 29631 ($1.75).
PUB DATE - 69 30P.

DESCRIPTORS - *PAMPHLETS; *DISTRIBUTIVE EDUCATION; *RESOURCE MATERIALS; INSTRUCTIONAL

AIDS; *BULLETIN BOARDS; *DISTRIBUTIVE EDUCATION TEACHERS

ABSTRACT - DEVELOPED TO AID DISTRIBUTIVE EDUCATION TEACHERS IN THE PREPARATION OF BULLETIN BOARDS, THIS PAMPHLET PRESENTS A COLLECTION OF ILLUSTRATED DISPLAYS. THESE COLORED DISPLAYS INCLUDE THEMES FOR VARIOUS MONTHS OF THE YEAR, SALESMANSHIP, RETAILING, AND CAREER OPPORTUNITIES. (JS)

VT 012 644
RILEY, CLAYTON; OMVIG, CLAYTON
A DEVELOPMENTAL PROGRAM UTILIZING SIMULATED OCCUPATIONAL EXPERIENCE IN DISTRIBUTIVE EDUCATION.

KENTUCKY RESEARCH COORDINATING UNIT, LEXINGTON.
KENTUCKY STATE DEPT. OF EDUCATION, FRANKFORT. BUREAU OF VOCATIONAL EDUCATION
PUB DATE - 70 213P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *INSTRUCTOR COORDINATORS; *TEACHING GUIDES; *SIMULATION; *WORK EXPERIENCE PROGRAMS; EDUCATIONAL PROGRAMS; DEVELOPMENTAL PROGRAMS; SECONDARY SCHOOLS

ABSTRACT - EVOLVING FROM A DEVELOPMENTAL PROJECT INVOLVING FOUR KENTUCKY AREA VOCATIONAL SCHOOLS, THIS HANDBOOK ON CONDUCTING A SIMULATED OCCUPATIONAL EXPERIENCE PROGRAM IN DISTRIBUTIVE EDUCATION IS ORIENTED PRIMARILY TOWARD COORDINATORS, WITH BROAD ENOUGH COVERAGE TO BE VALUABLE TO TEACHERS, SUPERVISORS, ADMINISTRATORS, AND TEACHER EDUCATORS. IN ADDITION TO THE HANDBOOK FOR COORDINATORS, WHICH INCLUDES STARTING A PROGRAM, WORKING WITH SCHOOL PERSONNEL AND THE PUBLIC, SELECTION OF STUDENTS, AND ADMINISTRATIVE DUTIES, THE DOCUMENT INCLUDES TEACHING AIDS, A CURRICULUM SURVEY, MONTHLY REPORT FORMS, AND A SUMMARY OF THE PROJECT. (BH)

VT 012 698
SULLIVAN, JANIE
DATA PROCESSING AS IT APPLIES TO DISTRIBUTION.

TEXAS UNIV., AUSTIN. DISTRIBUTIVE EDUCATION INSTRUCTIONAL MATERIALS LAB.
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($5.00).
PUB DATE - JUN70 121P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; BUSINESS EDUCATION; *TEACHING GUIDES; *TEACHING TECHNIQUES; *DATA PROCESSING; GLOSSARIES; RESOURCE MATERIALS; *INSTRUCTIONAL MATERIALS; CHARTS

ABSTRACT - PREPARED BY A DISTRIBUTIVE EDUCATION TEACHER-COORDINATOR, THIS TEACHING GUIDE OUTLINES AN INTRODUCTION TO THE USES OF THE COMPUTER. BY USING THIS SHORT EXPLORATORY COURSE, IT IS HOPED THAT STUDENTS WILL GAIN AN APPRECIATION OF THIS TECHNICAL FIELD AS IT APPLIES TO DISTRIBUTION. EACH UNIT IS COLOR-CODED AND PROVIDES TEACHING SUGGESTIONS AND A TEACHING OUTLINE. THE FOUR UNITS INCLUDED ARE: (1) WHAT IS DATA PROCESSING? (2) FACTORS CONTRIBUTING TO THE NEED FOR IMPROVED DATA PROCESSING METHODS, (3) ELECTRONIC DATA PROCESSING, (4) ELECTRONIC DATA PROCESSING APPLIED TO DISTRIBUTIVE BUSINESSES. ALSO INCLUDED ARE NUMEROUS ILLUSTRATIONS, CHARTS, AND FORMS, AS WELL AS A GLOSSARY. (JS)

VT 012 699
DUNCUM, WILLIAM C.
BASIC SALES TECHNIQUES. A DISTRIBUTIVE EDUCATION MANUAL.

TEXAS UNIV., AUSTIN. DEPT. OF DISTRIBUTIVE EDUCATION.
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($3.50, ANSWER BOOK FOR $2.00).
PUB DATE - OCT70 82P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *STUDY GUIDES; ANSWER KEYS; *SALESMANSHIP; *SALES OCCUPATIONS; JOB TRAINING; MERCHANDISING; MERCHANDISE INFORMATION

ABSTRACT - WRITTEN BY A HIGH SCHOOL DISTRIBUTIVE EDUCATION TEACHER-COORDINATOR, THIS STUDENT MANUAL PROVIDES 22 ASSIGNMENTS PERTAINING TO SELLING. EACH ASSIGNMENT CONTAINS A LEARNING OBJECTIVE, INFORMATION, STUDY QUESTIONS, AND PROJECT SUGGESTIONS. INSTRUCTIONS TO THE STUDENT AND A BIBLIOGRAPHY ARE INCLUDED, AND AN ANSWER BOOK FOR "BASIC SALES TECHNIQUES" IS AVAILABLE FOR $2.00 FROM THE SOURCE OF AVAILABILITY LISTED FOR THIS DOCUMENT. (SB)

VT 012 700
HATCHETT, MELVIN S.
FOOD SERVICE. A DISTRIBUTIVE EDUCATION MANUAL.

JESSE JONES HIGH SCHOOL, HOUSTON, TEX. DISTRIBUTIVE EDUCATION.
TEXAS UNIV., AUSTIN. DISTRIBUTIVE EDUCATION INSTRUCTIONAL MATERIALS LAB.
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($5.00, ANSWER BOOK $1.50).
PUB DATE - 70 133P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *STUDY GUIDES; *FOOD SERVICE INDUSTRY; OCCUPATIONAL HOME ECONOMICS; TRADE AND INDUSTRIAL EDUCATION; HIGH SCHOOL STUDENTS; JOB TRAINING; FOOD SERVICE OCCUPATIONS; ANSWER KEYS; FOODS INSTRUCTION; SALESMANSHIP; SALES WORKERS

ABSTRACT - DEVELOPED BY A COORDINATOR OF DISTRIBUTIVE EDUCATION, THIS MANUAL ATTEMPTS TO COMBINE THE SELLING AND SERVICE ASPECTS OF DISTRIBUTIVE EDUCATION WITH THE TRADE AND TECHNICAL ASPECTS OF INDUSTRIAL EDUCATION. WRITTEN TO PROVIDE THE HIGH SCHOOL DISTRIBUTIVE EDUCATION TRAINEE WITH A CLEARER UNDERSTANDING OF THE INFORMATION, DUTIES, RESPONSIBILITIES, AND FOOD PREPARATION

DIST ED

KNOWLEDGE NEEDED TO ACHIEVE HIS CAREER OBJECTIVE, THE MANUAL CONTAINS 21 ILLUSTRATED ASSIGNMENTS PERTAINING TO: (1) THE IMPORTANCE OF FOOD SERVICE, (2) DUTIES AND RESPONSIBILITIES IN FOOD SERVICE, (3) SELLING FOOD SERVICE, AND (4) BASICS OF FOOD PREPARATION. INSTRUCTIONS TO TEACHERS AND A BIBLIOGRAPHY ARE INCLUDED. AN ANSWER BOOK FOR "FOOD SERVICE" IS AVAILABLE FOR $1.50 FROM THE SOURCE OF AVAILABILITY INDICATED FOR THIS DOCUMENT. (SB)

VT 012 701
LUTER, ROBERT R.
THE USE OF BEHAVIORAL OBJECTIVES IN THE PRE-EMPLOYMENT LABORATORY CURRICULUM OF DISTRIBUTIVE EDUCATION. DISTRIBUTIVE EDUCATION MONOGRAPH SERIES FOR IMPROVING TEACHING EFFECTIVENESS.

TEXAS UNIV., AUSTIN. DISTRIBUTIVE EDUCATION INSTRUCTIONAL MATERIALS LAB.
INSTRUCTIONAL MATERIALS LABORATORY, DISTRIBUTIVE EDUCATION DEPARTMENT, DIVISION OF EXTENSION, THE UNIVERSITY OF TEXAS, AUSTIN, TEXAS 78712 ($3.00).
PUB DATE - DEC70 44P.

DESCRIPTORS - *DISTRIBUTIVE EDUCATION; *BEHAVIORAL OBJECTIVES; *MANUALS; EDUCATIONAL OBJECTIVES; RESOURCE MATERIALS; *CURRICULUM DEVELOPMENT; *INSTRUCTIONAL IMPROVEMENT; STUDENT EVALUATION; LEARNING LABORATORIES

ABSTRACT - THE USE OF BEHAVIORAL OBJECTIVES IMPROVES THE QUALITY OF INSTRUCTION AND THE EFFECTIVENESS OF THE CURRICULUM. UNLESS THE INSTRUCTOR KNOWS SPECIFICALLY WHAT HE WANTS HIS STUDENTS TO LEARN, HE CANNOT BE PREPARED TO TEACH. UNLESS THE STUDENT KNOWS WHAT HE IS SUPPOSED TO LEARN, HE CANNOT BE EXPECTED TO ATTAIN THE OBJECTIVES OF THE CURRICULUM. THUS, THIS MANUAL WAS PREPARED TO ASSIST OR TEACHERS IN ESTABLISHING LEARNING OBJECTIVES IN REGARD TO THE PRE-EMPLOYMENT LABORATORY (PEL) CURRICULUM--A PROJECT-ORIENTED CURRICULUM. INCLUDED IN THE MANUAL IS INFORMATION CONCERNING (1) DEFINITIONS OF TERMINOLOGY, (2) THE NEED FOR BETTER INSTRUCTION, (3) HOW TO USE BEHAVIORAL OBJECTIVES IN TEACHING, (4) APPLICATION OF BEHAVIORAL OBJECTIVES TO THE PEL BASIC CURRICULUM, AND (5) APPLICATION OF BEHAVIORAL OBJECTIVES TO PROJECTS. (AUTHOR/JS)

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